

Subject: Weekly updates

Date: Friday, June 2, 2017 at 2:58:32 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto, Katie Kiefer

FYI, we did not do weekly updates to you during the recent petition stage, since daily communication was involved. Next week will be similar in that we will be in touch often.

We will resume weekly updates the week of June 12th. Some weeks may be quiet/no update, but we'll send a note to that effect.

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St., #110-293

Los Angeles, CA 90015

310.430.5121

tara@devine-strategies.com

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Re: South Park BID
Date: Tuesday, May 30, 2017 at 9:37:51 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Leon Neman, Robin Bieker, Cyndi Lewis
Attachments: image001.png, SBS LIMITED LLC.pdf

One last try...

Leon: do you know Bennet Mermel and/or Elaine Mermelstein? I believe one of them may own SBS Limited, and Elisa is their registered agent for the property. Elisa executed the last petition, but is it possible you know/reached out to Bennet or Elaine?

Possible number for Mr. Mermel: [310-276-8961](tel:310-276-8961)

Elisa Keller, registered agent: [310-839-9335](tel:310-839-9335)

Petition reattached for your convenience -- in case you do know Bennet or Elaine.

Tara

On Tue, May 30, 2017 at 1:04 PM, Ellen Riotto <ellen@southpark.la> wrote:

Thank you for trying! Much appreciated.

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. [213 663 1112](tel:213-663-1112) | c. [401 439 8147](tel:401-439-8147)

southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

From: Leon Neman <leon@neman.com>
Date: Tuesday, May 30, 2017 at 1:00 PM
To: Tara Devine <tara@devine-strategies.com>
Cc: Robin Bieker <robin@biekerco.com>, Cyndi Lewis <cyndi@neman.com>, Ellen Riotto <ellen@southpark.la>
Subject: RE: South Park BID

Unfortunately I did not help get her signature. I do not know the company or the person at all. Sorry I can not help.

Be well.

Thank you.

Leon Neman
1525 S. Broadway
Los Angeles, CA 90015
P: [\(213\) 765-0100](tel:(213)765-0100)
F: [\(213\) 763-8958](tel:(213)763-8958)

From: Tara Devine [mailto:tara@devine-strategies.com]
Sent: Wednesday, May 24, 2017 7:33 PM
To: Leon Neman <leon@neman.com>
Cc: Robin Bieker <robin@biekerco.com>; Cyndi Lewis <cyndi@neman.com>; Ellen Riotto <ellen@southpark.la>
Subject: Re: South Park BID

Dear Leon:

I hope you are well. Thank you very much for your petition/support for 1525 Broadway.
I believe you assisted the BID last time with obtaining a petition signature from Elisa Keller for a property at 1037 S Hill (owner: SBS Limited LLC.)

I don't know if this is current, but I have the following phone # for Elisa: [310-839-9335](tel:310-839-9335)

Ellen, Robin or I are available to answer any questions. We've attached the petition and a packet of renewal info.

Cyndi:

If you are able to obtain a signature, kindly email the petition back to this group cc'd here. Thank you!

Warmest regards,

Tara

On Wed, May 24, 2017 at 5:48 PM, Leon Neman <leon@neman.com> wrote:

Anything for Robin. Hope you are doing well.

Thank you.

Leon Neman

1525 S. Broadway

Los Angeles, CA 90015

P: [\(213\) 765-0100](tel:(213)765-0100)

F: [\(213\) 763-8958](tel:(213)763-8958)

From: Robin Bieker [mailto:robin@biekerco.com]

Sent: Wednesday, May 24, 2017 5:25 PM

To: Cyndi Lewis <cyndi@neman.com>

Cc: Leon Neman <leon@neman.com>; 'Ellen Riotto' <ellen@southpark.la>; 'Tara Devine' <tara@devine-strategies.com>

Subject: South Park BID

Cyndi,

I am sending this to you with the expectation that Tara Devine will coordinate a dialogue with Leon through you. One of Leon's friends is in the bid and Tara wanted to see if you could facilitate getting Leon's friend's signature on the petition. I don't know who that person is but Tara (our consultant) will reach out to you directly.

Thanks again for helping get Leon's signature. We really appreciate it.

Look forward to chatting again soon.

Subject: Re: South Park BID
Date: Thursday, May 25, 2017 at 3:43:43 PM Pacific Daylight Time
From: Tara Devine
To: Cyndi Lewis
CC: Robin Bieker, Ellen Riotto
Attachments: SBS LIMITED LLC.pdf

No, we did receive that petition (yours) - thank you. It will be billed later this year (not due yet.)

We are asking if Leon would help us obtain a signature from Alisa Keller at SBS Limited for the attached petition. I am fairly certain that Leon was instrumental in helping us get her signature 2 years ago when SP11 was formed.

On Thu, May 25, 2017 at 3:19 PM, Cyndi Lewis <cyndi@neman.com> wrote:

Hi Tara,

Are you referring to the attached I sent Ellen and Robin on May 18th?

We believe we have paid the attached, please let me know.

Have a nice afternoon.

Thank you.

Cyndi Lewis

Legend Real Estate Management, Inc.

1525 S. Broadway Street

Los Angeles, CA 90015

T: [\(213\) 516-3222 ext. 208](tel:(213)516-3222)

F: [\(213\) 763-8958](tel:(213)763-8958)

cyndi@neman.com

From: Tara Devine [mailto:tara@devine-strategies.com]

Sent: Wednesday, May 24, 2017 7:33 PM

To: Leon Neman <leon@neman.com>

Cc: Robin Bieker <robin@biekerco.com>; Cyndi Lewis <cyndi@neman.com>; Ellen Riotto <ellen@southpark.la>

Subject: Re: South Park BID

Dear Leon:

I hope you are well. Thank you very much for your petition/support for 1525 Broadway.
I believe you assisted the BID last time with obtaining a petition signature from Elisa Keller for a property at 1037 S Hill (owner: SBS Limited LLC.)

I don't know if this is current, but I have the following phone # for Elisa: [310-839-9335](tel:310-839-9335)

Ellen, Robin or I are available to answer any questions. We've attached the petition and a packet of renewal info.

Cyndi:

If you are able to obtain a signature, kindly email the petition back to this group cc'd here. Thank you!

Warmest regards,

Tara

On Wed, May 24, 2017 at 5:48 PM, Leon Neman <leon@neman.com> wrote:

Anything for Robin. Hope you are doing well.

Thank you.

Leon Neman

1525 S. Broadway

Los Angeles, CA 90015

P: [\(213\) 765-0100](tel:(213)765-0100)

F: [\(213\) 763-8958](tel:(213)763-8958)

From: Robin Bieker [mailto:robin@biekerco.com]

Sent: Wednesday, May 24, 2017 5:25 PM

To: Cyndi Lewis <cyndi@neman.com>

Cc: Leon Neman <leon@neman.com>; 'Ellen Riotto' <ellen@southpark.la>; 'Tara Devine' <tara@devine-strategies.com>

Subject: South Park BID

Cyndi,

I am sending this to you with the expectation that Tara Devine will coordinate a dialogue with Leon through you. One of Leon's friends is in the bid and Tara wanted to see if you could facilitate getting Leon's friend's signature on the petition. I don't know who that person is but Tara (our consultant) will reach out to you directly.

Thanks again for helping get Leon's signature. We really appreciate it.

Look forward to chatting again soon.

Robin Bieker

Subject: Re: South Park BID
Date: Wednesday, May 24, 2017 at 7:32:45 PM Pacific Daylight Time
From: Tara Devine
To: Leon Neman
CC: Robin Bieker, Cyndi Lewis, Ellen Riotto
Attachments: SBS LIMITED LLC.pdf, South Park BID Renewal Packet.pdf

Dear Leon:

I hope you are well. Thank you very much for your petition/support for 1525 Broadway.

I believe you assisted the BID last time with obtaining a petition signature from Elisa Keller for a property at 1037 S Hill (owner: SBS Limited LLC.)

I don't know if this is current, but I have the following phone # for Elisa: [310-839-9335](tel:310-839-9335)

Ellen, Robin or I are available to answer any questions. We've attached the petition and a packet of renewal info.

Cyndi:

If you are able to obtain a signature, kindly email the petition back to this group cc'd here. Thank you!

Warmest regards,
Tara

On Wed, May 24, 2017 at 5:48 PM, Leon Neman <leon@neman.com> wrote:

Anything for Robin. Hope you are doing well.

Thank you.

Leon Neman

1525 S. Broadway

Los Angeles, CA 90015

P: [\(213\) 765-0100](tel:(213)765-0100)

F: [\(213\) 763-8958](tel:(213)763-8958)

From: Robin Bieker [mailto:robin@biekerco.com]

Sent: Wednesday, May 24, 2017 5:25 PM

To: Cyndi Lewis <cyndi@neman.com>

Cc: Leon Neman <leon@neman.com>; 'Ellen Riotto' <ellen@southpark.la>; 'Tara Devine' <tara@devine-strategies.com>

Subject: South Park BID

Cyndi,

I am sending this to you with the expectation that Tara Devine will coordinate a dialogue with Leon through you. One of Leon's friends is in the bid and Tara wanted to see if you could facilitate getting Leon's friend's signature on the petition. I don't know who that person is but Tara (our consultant) will reach out to you directly.

Thanks again for helping get Leon's signature. We really appreciate it.

Look forward to chatting again soon.

Robin Bieker

Subject: Re: South Park BID

Date: Tuesday, May 30, 2017 at 9:32:52 PM Pacific Daylight Time

From: Tara Devine

To: Sauli Danpour

CC: Ellen Riotto

Thanks, Sauli. Based on my experience, this parcel is somehow in flux. Anytime old or new APNs have a status of "shell" or "pending delete" etc., it means something is in mid-edits.

It should sort itself out over the near term. The land is still there, but they are ****ing around with the label, which causes us no end of grief trying to figure it out. We'll pull an update in the future and it will likely be resolved by then.

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St., #110-293

Los Angeles, CA 90015

310.430.5121

tara@devine-strategies.com

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On Tue, May 30, 2017 at 9:35 AM, Sauli Danpour <saulid@xyvest.com> wrote:

Tara and Ellen,

I'm not sure why APN 5139-022-021 was deleted from the Assessor's system. I have attached the plat map that they furnished about a year ago, which I had previously forwarded to you on May 19th. I have also attached a letter that clarifies what transpired, which is essentially what you mention below. Parcel #5139-022-021 was created from the entire parcel -017 and the undeveloped portion of -016. Actually it was not a new creation rather a restoration of how these parcels were originally configured.

The person at the Assessor's Office that can verify this reconfiguration is...

Garo Megerdichian

GIS MANAGER I

Los Angeles County. Office of the Assessor Mapping and GIS Services

Voice: [\(213\)974-7352](tel:2139747352)

Email gmeگردichian@assessor.lacounty.gov

Sauli

From: Tara Devine <tara@devine-strategies.com>

Date: Thu, 25 May 2017 15:40:55 -0700

Subject: Re: South Park Petition Count

To: Ellen Riotto <ellen@southpark.la>

Cc: Sauli Danpour <saulid@xyvest.com>

Ellen: This appears to be related to extremely recent and possibly ongoing parcel

changes/recording...

The land wasn't created or destroyed, so it's just sleuthing out how its recording changed, and if the parcel was reconfigured again or not.

Need Sauli's help to figure this one out, so I'm roping him in.

Sauli: The Clerk has rejected Okon's petition because APN 5139-022-021 has been recently deleted from the Assessor's system.

I looked at the deed you sent, and in the middle of p. 4 (and also at the top of p.7) it clarifies that 5139-022-021 was created from the underlying parcels 5139-022-017 and part of 5139-022-016 .Â You had referenced such a recent "re-division" or "reallocation" of one of the parcels.

When we last pulled Assessor data (about 6 weeks ago):

5139-022-016 deleted

5139-022-017 pending delete

5139-022-021 active

Now, Assessor data appears to reflect:

5139-022-016 pending delete

5139-022-017 active

5139-022-021 deleted

Do you know if the owner:

a) made further changes to the parcel and recorded those?

b) had -021 changed back to -017?

c) something else occurred?

Any information you have will help me figure out what to do next. Thanks!

Subject: Re: FW: 5139011014
Date: Tuesday, May 30, 2017 at 9:28:56 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
Attachments: image001.png, image002.png

The BID should address the first part by explaining how you service SP BID alleys. (Many of yours have actual street names.)

I can help with the second part.

MDP

Section 3: Service and Improvements

1) Clean & Safe Programs

Reads as follows: "Clean encompasses all sidewalk, curb and other right-of-way services for each assessed parcel in the District..."

Right of way (aka public ROW) is a broader, all-inclusive term that includes alleys .

On May 30, 2017 3:05 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Can you help with the reply here?

From: Elisa Keller <jkmgmnt@pacbell.net>
Date: Tuesday, May 30, 2017 at 2:20 PM
To: Ellen Riotto <ellen@southpark.la>
Subject: RE: [5139011014](#)

Hi Ellen,

It is my understanding that BIDs do not service the alleyways. Can you please show me in your management plan where it states that you service alleys and which exact blocks you cover?

Thank you,

Elisa Keller

From: Ellen Riotto [mailto:ellen@southpark.la]
Sent: Tuesday, May 30, 2017 1:22 PM
To: jkmgmt@pacbell.net
Cc: Tara Devine
Subject: Re: [5139011014](#)

Hi Alisa,

Apologies, I just realized I gave the incorrect email address to Tara. Please see below and let us know if you have any further questions.

Best,

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

From: Tara Devine <tara@devine-strategies.com>
Date: Wednesday, May 24, 2017 at 3:17 PM
To: "jkmgmt@packbell.net" <jkmgmt@packbell.net>
Cc: Ellen Riotto <ellen@southpark.la>
Subject: Re: [5139011014](#)

Dear Ms. Keller:

I believe I understand the issue that is causing confusion. Your frontage along Hill Street is 97.5 linear feet; however, you also have 97.5 lf of frontage along Midway Place (the alley to the rear of the property.) $97.5 \times 2 = 195$ lf. The BID provides clean and safe services to both Hill and Midway, and therefore assesses both frontages. Other properties in your area are also assessed in this manner.

Please let me know if I can answer other questions you may have.

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St.,#110-293
Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

tara@devine-strategies.com

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On Wed, May 24, 2017 at 3:05 PM, Ellen Riotto <ellen@southpark.la> wrote:

Hi Tara,

Just got off the phone with owner of 1037 S Hill, Alisa Keller. According to her, frontage should be 97.5 FT our database is showing 195. How do we confirm this?

If needed, can you please furnish a new petition and send to her: jkmgmt@packbell.net ?

Thanks

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: 5139011014
Date: Wednesday, May 24, 2017 at 3:17:59 PM Pacific Daylight Time
From: Tara Devine
To: jkmgmnt@packbell.net
CC: Ellen Riotto
Attachments: image001.png

Dear Ms. Keller:

I believe I understand the issue that is causing confusion. Your frontage along Hill Street is 97.5 linear feet; however, you also have 97.5 lf of frontage along Midway Place (the alley to the rear of the property.) $97.5 \times 2 = 195$ lf. The BID provides clean and safe services to both Hill and Midway, and therefore assesses both frontages. Other properties in your area are also assessed in this manner.

Please let me know if I can answer other questions you may have.

Warmest regards,

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645 West Ninth St.,#110-293
Los Angeles, CA 90015
310.430.5121
tara@devine-strategies.com

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On Wed, May 24, 2017 at 3:05 PM, Ellen Riotto <ellen@southpark.la> wrote:

Hi Tara,

Just got off the phone with owner of 1037 S Hill, Alisa Keller. According to her, frontage should be 97.5 FT our database is showing 195. How do we confirm this?

If needed, can you please furnish a new petition and send to her: jkmgmnt@packbell.net ?

Thanks

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: MDP and ER for website
Date: Tuesday, May 30, 2017 at 7:12:22 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto, Katie Kiefer
Attachments: 2017.05.26 SP MDP FINAL.pdf, SoPark BID ER v2.1 5-26-17 3.55pm.pdf

These full versions contain minor changes in response to Clerk comments received last week. There are no changes to assessments (minor text and formatting changes only), but I would replace your website copies with these when you have an opportunity.

Subject: Council File

Date: Tuesday, May 30, 2017 at 7:08:44 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

I have another project with a major and very hard deadline on Thursday morning. I must prioritize that but I will call when able. In the meantime, know that I am on top of the scheduling for South Park. I will let you know when we have a confirmed agenda/date.

FYI:

Reports have been uploaded (only the May items pertain to the renewal; the rest are prior actions.)

<https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=12-1168>

Subject: Re: South Park Petition Count

Date: Thursday, May 25, 2017 at 3:40:55 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

CC: Sauli Danpour

Ellen: This appears to be related to extremely recent and possibly ongoing parcel changes/recording...
The land wasn't created or destroyed, so it's just sleuthing out how its recording changed, and if the parcel was reconfigured again or not.
Need Sauli's help to figure this one out, so I'm roping him in.

Sauli: The Clerk has rejected Okon's petition because APN 5139-022-021 has been recently deleted from the Assessor's system.
I looked at the deed you sent, and in the middle of p. 4 (and also at the top of p.7) it clarifies that 5139-022-021 was created from the underlying parcels 5139-022-017 and part of 5139-022-016 . You had referenced such a recent "re-division" or "reallocation" of one of the parcels.

When we last pulled Assessor data (about 6 weeks ago):
5139-022-016 deleted
5139-022-017 pending delete
5139-022-021 active

Now, Assessor data appears to reflect:
5139-022-016 pending delete
5139-022-017 active
5139-022-021 deleted

Do you know if the owner:
a) made further changes to the parcel and recorded those?
b) had -021 changed back to -017?
c) something else occurred?

Any information you have will help me figure out what to do next. Thanks!

On Thu, May 25, 2017 at 3:04 PM, Ellen Riotto <ellen@southpark.la> wrote:

Hey Tara

Can give me some background on why Okon wouldn't be listed w the county?

Ellen Riotto
Interim Executive Director
South Park BID
1100 S Flower St, Suite #3400, Los Angeles, CA 90015
o. [213-663-1112](tel:213-663-1112)
c. [401-439-8147](tel:401-439-8147)
24/7: [866-560-9346](tel:866-560-9346)
Sent from my iPhone

Begin forwarded message:

From: Mario Montez <mario.montez@lacity.org>
Date: May 25, 2017 at 2:46:11 PM PDT
To: Ellen Riotto <ellen@southpark.la>
Subject: Re: South Park Petition Count

Yes - it includes all the petitions you sent except for two problem petitions listed below.

Grand Avenue Medical Joint Venture LLC (5134-020-023) - signature missing from Statement of Authority to Sign.

Okon Holding LLC (5139-022-021) - apn number is not listed with the County.

On Thu, May 25, 2017 at 2:39 PM, Ellen Riotto <ellen@southpark.la> wrote:

Thanks Mario. Does this account for the reconciliation of those missing APNs?

Ellen Riotto
Interim Executive Director
South Park BID
1100 S Flower St, Suite #3400, Los Angeles, CA 90015
o. [213-663-1112](tel:213-663-1112)
c. [401-439-8147](tel:401-439-8147)
24/7: [866-560-9346](tel:866-560-9346)
Sent from my iPhone

On May 25, 2017, at 2:34 PM, Mario Montez <mario.montez@lacity.org> wrote:

Ellen,

The updated petition count is now **47.8%**. This includes the last batch of petitions you sent this morning.

Thanks
Mario

Subject: Re: 0.659% FC Broadway & Hill petition signed
Date: Thursday, May 25, 2017 at 9:10:21 AM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto, Wallis Locke, Katie Kiefer

P.S. Original will be mailed to you.

On Thu, May 25, 2017 at 9:09 AM, Tara Devine <tara@devine-strategies.com> wrote:

Complete, and long-time owner.

Shouldn't encounter any verification issues, but let me know if it does.

Subject: 0.659% FC Broadway & Hill petition signed
Date: Thursday, May 25, 2017 at 9:09:12 AM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto, Wallis Locke, Katie Kiefer
Attachments: BID petition - Broadway and Hill_5-26-17.pdf

Complete, and long-time owner.
Shouldn't encounter any verification issues, but let me know if it does.

Subject: Eisner Pediatric & Family Medical Center
Date: Wednesday, May 24, 2017 at 8:02:30 PM Pacific Daylight Time
From: Tara Devine
To: Nusbaum, Nate - CHMC
CC: Ellen Riotto
Attachments: PEDIATRIC AND FAMILY MEDICAL.pdf, South Park BID Renewal Packet.pdf

Dear Nate:

Attached is the petition for Eisner and the accompanying BID renewal packet. Ellen and I are available to assist you and answer any questions necessary.

Thanks!

Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
645 West Ninth St., #110-293
Los Angeles, CA 90015
310.430.5121
tara@devine-strategies.com

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Subject: Eisner Pediatric

Date: Wednesday, May 24, 2017 at 8:00:01 PM Pacific Daylight Time

From: Tara Devine

To: Nusbaum, Nate - CHMC

CC: Ellen Riotto

Dear Nate:

I have a contact for Eisner - the Treasurer of their Board. I spoke to Ellen and she agreed you might be a great peer contact if you would be willing to take them on. I believe Cliff Hoffman reached out to former CEO Carl Coan at the last BID renewal, but I don't think Eisner actually signed. I wasn't cc'd on those conversations, so I can't say if they connected or why Eisner did or did not sign, or even if a firm connection was ever made.

Ian Weiner, Esq.
Treasurer, Board of Directors, Eisner Pediatric & Family Medical Center
Partner, Irell & Manella LLP
310-277-1010 main
310-203-7637 direct
iweiner@irell.com

I'm going to send you their petition and packet under separate cover so that it is easy for you to forward via email if you agree to take this one on. Thanks!

Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
645 West Ninth St., #110-293
Los Angeles, CA 90015
310.430.5121
tara@devine-strategies.com

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Subject: Re: FW: Problem Petitions

Date: Wednesday, May 24, 2017 at 5:19:29 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

RE: Aven -- did you send the deed with it and specifically point it out to Mario in your notes?

If not, he's right to reject.

On May 24, 2017 4:31 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Hmm can't figure out what's going on with AVEN.

I have WREN's complete petition and will send with today's batch

From: Mario Montez <mario.montez@lacity.org>

Date: Wednesday, May 24, 2017 at 3:17 PM

To: Ellen Riotto <ellen@southpark.la>

Subject: Problem Petitions

Ellen,

There are a couple of problem petitions from the 170523 batch listed below.

Aven Apartments LLC (5139-020-094) - County shows the owner as DTLA South Park Properties Propc II LLC.

Gateway Wren LLC (5139-024-016 & 017) - Petition was blank.

Thanks

Mario

Subject: Re: Owners - returned or not?

Date: Wednesday, May 24, 2017 at 11:39:25 AM Pacific Daylight Time

From: Tara Devine

To: Robert Buente

CC: Ellen Riotto, Katie Kiefer, Wallis Locke

First name and email is all I had. But I just tried Googling the email address and got just one result. No last name, but a phone #.

Senior Employment: ANPPM

Physical Address

820 Jordan St
Suite 310
Baton Rouge, LA 71101

Mailing Address

820 Jordan St
Suite 310
Baton Rouge, LA 71101

Primary Phone Number: (318) 221 - 7611

E-mail: anppmkarina@aol.com

On Wed, May 24, 2017 at 11:35 AM, Robert Buente <bbuente@1010dev.org> wrote:

Tara:

Do you have a last name for "Karina" and a phone number?

Thanks

Bob

Robert Buente

President/CEO

1010 Development Corporation

1001 South Hope Street

First Floor

Los Angeles, CA 90015

bbuente@1010dev.org

[213-749-0214](tel:213-749-0214) x202 (o)

[213-749-3098](tel:213-749-3098) (f)

From: Ellen Riotto [mailto:ellen@southpark.la]

Sent: Wednesday, May 24, 2017 11:33 AM

To: Robert Buent <bbuente@1010dev.org>

Cc: Katie Kiefer <katie@southpark.la>; Wallis Locke <wallis@southpark.la>; Tara Devine <tara@devine-strategies.com>

Subject: Re: Owners - returned or not?

Thanks Tara.

Bob,

See Tara's note below, FYI.

From: Tara Devine <tara@devine-strategies.com>

Date: Wednesday, May 24, 2017 at 11:27 AM

To: Ellen Riotto <ellen@southpark.la>

Cc: Katie Kiefer <katie@southpark.la>, Wallis Locke <wallis@southpark.la>

Subject: Re: Owners - returned or not?

I believe there is (or at least was) a single contact person for all four of these properties:

1. Hope Place Housing Corp = Villa De La Esperanza
2. Villa Del Pueblo
3. Villa Metropolitano
4. El Pueblo Community Dev Corp = Hope Manor

I have Karina: anppmkarina@aol.com as the contact person but this may be out of date.

I won't contact them, but you may wish to share this info with Bob so he knows how big they are (if he was not already aware.)

On Tue, May 23, 2017 at 10:25 PM, Ellen Riotto <ellen@southpark.la> wrote:

An update from Bob re: Villa del Pueblo:

Ellen

Here is the txt string I got from their long time property manager

It is very difficult to get a hold of them and they are not very responsive. I will try tomorrow but cannot primos anything.

We have actually have mutually decide to go our separate ways. They will not increase rents, upgrade the developments. Etc. I will still reach out to her brother. I have a good relationship with him

So far they've had no luck and I don't know the non profit that owns the project

I don't think I can deliver the petition

From: Ellen Riotto <ellen@southpark.la>

Date: Tuesday, May 23, 2017 at 10:02 PM

To: Tara Devine <tara@devine-strategies.com>, Katie Kiefer <katie@southpark.la>, Wallis Locke <wallis@southpark.la>

Subject: Re: Owners - returned or not?

Hi Tara,

Check out Tab3 on the attached spreadsheet. Of the owners you inquired about, we weeded out the ones who have submitted signed petitions. I've added notes for context. If cells are blank it means no one has personally contacted them.

Thanks for any help you can give in securing these signatures. With what we received today, we're over 45%.

Ellen

From: Tara Devine <tara@devine-strategies.com>

Date: Tuesday, May 23, 2017 at 3:12 PM

To: Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>, Wallis Locke <wallis@southpark.la>

Subject: Owners - returned or not?

When you get a chance, please let me know if these owners have returned their petitions yet or not:

1525 Broadway

901 West Olympic Boulevard LP

Abbassi, Pouria

Alpine Group

Ardakani, Heshmatallah

Auth, Stephen

California Primary Physicians

Chen, Joy Zuoyi

Cobb, James

Conrad, Gary B and Kathleen

Dignity Health

El Pueblo Community Dev Corp
Eve, June
FC Broadway & Hill
FIDM Residential Inc
Fundamentalist Baptist
Georgia Residence 38
Goldberg, Martin G
Gordon, Debra
Hartounian, Michael
Hope Enterprises LLC
Hope Place Housing Corp
Hughett, Gregory
Irmeler, Holger
Kaiser Bros
Kaiser Brothers
Kastner LLC
L A Southpark High Rise LP
LR 1600
Nestor, Georgiana
Nguyen, Vu Thuy
Malin, Jeffrey S
Medina, Cue Arthur
Packard Commercial LLC
Pediatric & Family Medical
Realty Income Corp
Rhee, Albert J TR
Riordan-Pantry Ltd
Robison, Patrick
Rojas Naiman, Priscilla
Saint Germain Foundation
Salvation Army
SBS Limited

Sotelo, Dalila
St John Land Co

Therolf, Garrett

Van Stekelenburg, Mark

Venice Investments Group LLC

Villa Del Pueblo

Villa Metropolitano

Yakout, Mohamed

Thanks!

Subject: Re: Owners - returned or not?

Date: Wednesday, May 24, 2017 at 11:27:38 AM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

CC: Katie Kiefer, Wallis Locke

I believe there is (or at least was) a single contact person for all four of these properties:

1. Hope Place Housing Corp = Villa De La Esperanza
2. Villa Del Pueblo
3. Villa Metropolitano
4. El Pueblo Community Dev Corp = Hope Manor

I have Karina: anppmkarina@aol.com as the contact person but this may be out of date.

I won't contact them, but you may wish to share this info with Bob so he knows how big they are (if he was not already aware.)

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An update from Bob re: Villa del Pueblo:

Ellen

Here is the txt string I got from their long time property manager

It is very difficult to get a hold of them and they are not very responsive. I will try tomorrow but cannot promise anything.

We have actually have mutually decide to go our separate ways. They will not increase rents, upgrade the developments. Etc. I will still reach out to her brother. I have a good relationship with him

So far they've had no luck and I don't know the non profit that owns the project

I don't think I can deliver the petition

From: Ellen Riotto <ellen@southpark.la>
Date: Tuesday, May 23, 2017 at 10:02 PM
To: Tara Devine <tara@devine-strategies.com>, Katie Kiefer <katie@southpark.la>, Wallis Locke <wallis@southpark.la>
Subject: Re: Owners - returned or not?

Hi Tara,

Check out Tab3 on the attached spreadsheet. Of the owners you inquired about, we weeded out the ones who have submitted signed petitions. I've added notes for context. If cells are blank it means no one has personally contacted them.

Thanks for any help you can give in securing these signatures. With what we received today, we're over 45%.

Ellen

From: Tara Devine <tara@devine-strategies.com>
Date: Tuesday, May 23, 2017 at 3:12 PM
To: Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>, Wallis Locke <wallis@southpark.la>
Subject: Owners - returned or not?

When you get a chance, please let me know if these owners have returned their petitions yet or not:

1525 Broadway

901 West Olympic Boulevard LP

Abbassi, Pouria

Alpine Group

Ardakani, Heshmatallah

Auth, Stephen

California Primary Physicians

Chen, Joy Zuoyi

Cobb, James

Conrad, Gary B and Kathleen

Dignity Health

El Pueblo Community Dev Corp

Eve, June

FC Broadway & Hill

FIDM Residential Inc

Fundamental Baptist

Georgia Residence 38

Goldberg, Martin G

Gordon, Debra

Hartounian, Michael

Hope Enterprises LLC

Hope Place Housing Corp

Hughett, Gregory

Irmiler, Holger

Kaiser Bros

Kaiser Brothers

Kastner LLC

L A Southpark High Rise LP

LR 1600

Nestor, Georgiana

Nguyen, Vu Thuy

Malin, Jeffrey S

Medina, Cue Arthur

Packard Commercial LLC

Pediatric & Family Medical

Realty Income Corp

Rhee, Albert J TR

Riordan-Pantry Ltd

Robison, Patrick

Rojas Naiman, Priscilla

Saint Germain Foundation

Salvation Army

SBS Limited

Sotelo, Dalila

St John Land Co

Therolf, Garrett

Van Stekelenburg, Mark

Venice Investments Group LLC

Villa Del Pueblo

Villa Metropolitano

Yakout, Mohamed

Thanks!

Subject: Owners - returned or not?

Date: Tuesday, May 23, 2017 at 3:12:21 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto, Katie Kiefer, Wallis Locke

When you get a chance, please let me know if these owners have returned their petitions yet or not:

1525 Broadway
901 West Olympic Boulevard LP
Abbassi, Pouria
Alpine Group
Ardakani, Heshmatallah
Auth, Stephen
California Primary Physicians
Chen, Joy Zuoyi
Cobb, James
Conrad, Gary B and Kathleen
Dignity Health
El Pueblo Community Dev Corp
Eve, June
FC Broadway & Hill
FIDM Residential Inc
Fundamentalist Baptist
Georgia Residence 38
Goldberg, Martin G
Gordon, Debra
Hartounian, Michael
Hope Enterprises LLC
Hope Place Housing Corp
Hughett, Gregory
Irmiler, Holger
Kaiser Bros
Kaiser Brothers
Kastner LLC
L A Southpark High Rise LP
LR 1600
Nestor, Georgiana
Nguyen, Vu Thuy
Malin, Jeffrey S
Medina, Cue Arthur
Packard Commercial LLC
Pediatric & Family Medical
Realty Income Corp
Rhee, Albert J TR
Riordan-Pantry Ltd
Robison, Patrick
Rojas Naiman, Priscilla
Saint Germain Foundation
Salvation Army

SBS Limited
 Sotelo, Dalila
 St John Land Co
 Therolf, Garrett
 Van Stekelenburg, Mark
 Venice Investments Group LLC
 Villa Del Pueblo
 Villa Metropolitano
 Yakout, Mohamed

Thanks!

Subject: Re: Abram Friedman Occupational Center: Calculation
Date: Tuesday, May 23, 2017 at 5:52:58 PM Pacific Daylight Time
From: Tara Devine
To: Izumi, Joyce
CC: Ellen Riotto
Attachments: image003.png, LAUSD 1.pdf, LAUSD 2.pdf

Joyce:

Sorry for any confusion and thank you for processing, regardless of result.

As previously furnished, attached are the petitions for each LAUSD parcel separately.

Since the circumstances for each parcel differ, we would ask that you consider your vote on each independently.

Thank you.

Tara

On Tue, May 23, 2017 at 5:15 PM, Izumi, Joyce <joyce.izumi@lausd.net> wrote:

Thank you for your calculations. I figured out the discrepancy.

Ellen provided the SF numbers below which I used in my calculations. These SF numbers had already been adjusted down by the elementary school percentages.

I recalculated the rates using the full SF numbers (Bldg 327,250sf, Lot 58,363sf and Frontage 968sf) and we're barely \$2 off.

	SF	RATE	TOTAL ASSMT
BLDG SF	130,900	\$ 0.0250	\$ 3,272.50
LOT SF	14,591	\$ 0.0400	\$ 583.64
FRONTAGE	387	\$ 10.0000	\$ 3,870.00
			\$ 7,726.14

I will forward the petitions to Yekaterina for review. She will need to get the Superintendent's approval

before she signs. But, I do not anticipate that approval will be given. In light of the looming budget shortfall for the next few years, the District is not inclined to commit to further expenditures.

I will let you know either way.

Joyce Izumi

Los Angeles Unified School District

FSD-Leasing & Space Utilization

333 South Beaudry Avenue 23rd Floor

Los Angeles, CA 90017

Phone [213-241-6126](tel:213-241-6126) Fax [213-241-6784](tel:213-241-6784)

From: Tara Devine [mailto:tara@devine-strategies.com]
Sent: Tuesday, May 23, 2017 4:18 PM
To: Izumi, Joyce <joyce.izumi@lausd.net>
Cc: Ellen Riotto <ellen@southpark.la>
Subject: Abram Friedman Occupational Center: Calculation

Property footages:
APN: 5134-022-902

Zone: 5
Bldg: 327250 sf

Lot: 58364 sf

Frontage: 967.5 lf

LAUSD adjustments (elem rate):

Bldg & Frontage: 40% (0.4)

Lot: 25% (0.25)

Adjusted assessed footages:

Bldg: 327250 sf x 0.4 = 130900 sf

Lot: 58364 sf x 0.25 = 14591 sf

Frontage: 967.5 lf x 0.4 = 387 lf

Zone 5 rates:

Bldg: \$0.025/sf

Lot: \$0.04/sf

Frontage: \$10/lf

We apply LAUSD adjustment to footages, then use adjusted footages to calculate assessment:

$$130900 \times \$0.025 = \$3272.50$$

$$14591 \times \$0.04 = \$583.64$$

$$387 \times \$10 = \$3,870$$

$$\text{Total assessment: } \$3272.50 + \$583.64 + \$3,870 = \$7726.14$$

I believe this is the way you may have been calculating (but yields same result)

$$327250 \times \$0.025 \times 0.4 = \$3272.50$$

$$58364 \times \$0.04 \times 0.25 = \$583.64$$

$$967.5 \times \$10 \times 0.4 = \$3870$$

$$\text{Total assessment: } \$3272.50 + \$583.64 + \$3,870 = \$7726.14$$

I remain available if you have any questions; call anytime: [310-430-5121](tel:310-430-5121)

Thank you for your review. My sincere apologies for communication from multiple angles. Per the City, our deadline has been extended until Friday to collect petitions in support, although sooner helps us tremendously. We will appreciate anything you can do to assist.

Warmest regards,

Tara

Subject: Abram Friedman Occupational Center: Calculation

Date: Tuesday, May 23, 2017 at 4:17:34 PM Pacific Daylight Time

From: Tara Devine

To: Joyce Izumi

CC: Ellen Riotto

Property footages:

APN: 5134-022-902

Zone: 5

Bldg: 327250 sf

Lot: 58364 sf

Frontage: 967.5 lf

LAUSD adjustments (elem rate):

Bldg & Frontage: 40% (0.4)

Lot: 25% (0.25)

Adjusted assessed footages:

Bldg: 327250 sf x 0.4 = 130900 sf

Lot: 58364 sf x 0.25 = 14591 sf

Frontage: 967.5 lf x 0.4 = 387 lf

Zone 5 rates:

Bldg: \$0.025/sf

Lot: \$0.04/sf

Frontage: \$10/lf

We apply LAUSD adjustment to footages, then use adjusted footages to calculate assessment:

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$14591 \times \$0.04 = \583.64

$387 \times \$10 = \$3,870$

Total assessment: $\$3272.50 + \$583.64 + \$3,870 = \7726.14

I believe this is the way you may have been calculating (but yields same result)

$327250 \times \$0.025 \times 0.4 = \3272.50

$58364 \times \$0.04 \times 0.25 = \583.64

$967.5 \times \$10 \times 0.4 = \3870

Total assessment: $\$3272.50 + \$583.64 + \$3,870 = \7726.14

I remain available if you have any questions; call anytime: 310-430-5121

Thank you for your review. My sincere apologies for communication from multiple angles. Per the City, our deadline has been extended until Friday to collect petitions in support, although sooner helps us tremendously. We will appreciate anything you can do to assist.

Warmest regards,
Tara

Subject: Updated master petition file
Date: Sunday, May 21, 2017 at 1:07:29 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto, Wallis Locke, Katie Kiefer
Attachments: GREATER SOUTH PARK - MASTER PETITION FILE.pdf

Ellen:

This version incorporates several changes over the past few days:

- Sauli parcel 5139-022-020 - new owner / name change to Morrison Hotel LLC
- Sauli parcel 5139-022-021 - new owner / name change to Okon Holdings LLC
- Mack Urban parcel 5139-020094 - new owner / name change to Aven Apartments LLC
- AEG parcel 8940-356-003 - owner name change per Mario to LA Arena Funding LLC

NOTE: The other changes Mack Urban requested (to group various parcels together) we did as a courtesy, but as that is not how we normally generate them...I did not make those changes in the master petition file - I just culled and did those separately.

Tara

Subject: Re: AEG Petition
Date: Sunday, May 21, 2017 at 12:49:58 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Mario Montez, sjordan@aegworldwide.com
Attachments: LA ARENA FUNDING LLC.pdf

Attached is the updated petition for this APN.

On Fri, May 19, 2017 at 4:31 PM, Ellen Riotto <ellen@southpark.la> wrote:

Thank you.

Tara, are you able to create a new petition?

Ellen Riotto
Interim Executive Director
South Park BID
1100 S Flower St, Suite #3400, Los Angeles, CA 90015
o. [213-663-1112](tel:213-663-1112)
c. [401-439-8147](tel:401-439-8147)
24/7: [866-560-9346](tel:866-560-9346)
Sent from my iPhone

> On May 19, 2017, at 4:30 PM, Mario Montez <mario.montez@lacity.org> wrote:

>

> Ellen,

>

> Regarding the petition for AEG, parcel number 8940-356-003, however, County records show the owner as LA Arena Funding LLC.

>

> Thanks
> Mario

Subject: Re: OKON HOLDINGS LLC

Date: Friday, May 19, 2017 at 4:59:20 PM Pacific Daylight Time

From: Tara Devine

To: Sauli Danpour

CC: Ellen Riotto

Ellen:

You can try submitting this in the interim and see what Mario says.

On May 19, 2017 4:57 PM, "Sauli Danpour" <saulid@xyvest.com> wrote:

Ladies,

I don't seem to have the Grant Deed, but a Deed of Trust is attached showing Okon Holdings as the borrower on that parcel. I will request a copy of the Grant Deed from the title company and copy you on the request so that they can send it directly to you as well. Hopefully, we'll get it no later than Monday.

Sauli

At 03:16 PM 5/19/2017, Ellen Riotto wrote:

Sauli, thanks for the signed petition. Per Tara's note below, can you also send along a copy of the deed or fully executed closing docs?

Thank you,

Ellen

From: Tara Devine <tara@devine-strategies.com>

Date: Friday, May 19, 2017 at 1:29 PM

To: Sauli Danpour <saulid@xyvest.com>, Ellen Riotto <ellen@southpark.la>

Subject: OKON HOLDINGS LLC

Revised petition attached for new owner.

Please note that the Clerk will reject any signature for this parcel unless it is accompanied by a deed or fully executed closing docs for the parcel. The City insists that the petition match current

Assessor records for owner name unless you furnish this documentation.

Assessor records as of six weeks ago (update theoretically possible but unlikely since then) show the owner as Pico Venture Ltd LLC. We pull directly from the Assessor which is more current than any source online.

Thanks for your assistance in securing this petition!

Tara

Subject: OKON HOLDINGS LLC
Date: Friday, May 19, 2017 at 1:29:28 PM Pacific Daylight Time
From: Tara Devine
To: Sauli Danpour, Ellen Riotto
Attachments: OKON.pdf

Revised petition attached for new owner.

Please note that the Clerk will reject any signature for this parcel unless it is accompanied by a deed or fully executed closing docs for the parcel. The City insists that the petition match current Assessor records for owner name unless you furnish this documentation.

Assessor records as of six weeks ago (update theoretically possible but unlikely since then) show the owner as Pico Venture Ltd LLC. We pull directly from the Assessor which is more current than any source online.

Thanks for your assistance in securing this petition!

Tara

Subject: Re: Mack Urban Petitions
Date: Friday, May 19, 2017 at 2:44:35 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Andrew Dutton
Attachments: image001.jpg, image002.png, image003.jpg, image004.png, MACK URBAN - complete.pdf

Yes, Andrew - you rock. Sorry this stuff is so nitpicky. Welcome to my world, lol!

Attached is a full set of your petitions. They appear in the order of the sites as you listed them: 1, 1A, 2,3, 4.
Each petition corresponds to a single site, except for p. 4 and p.5. These two petitions taken together represent "Site 3" as you listed them.

The Aven property has been updated to reflect the new owner, and Ellen already has from you what she needs to provide to the City to demonstrate that this ownership change took place.

We did rush these today, so please proof and if you see any typos or issues, please let me know and we'll gladly fix.

Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
645 West Ninth St.,#110-293
Los Angeles, CA 90015
310.430.5121
tara@devine-strategies.com

Making it easier for you with STRATEGIC CONSULTING SERVICES
Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

On Fri, May 19, 2017 at 1:45 PM, Ellen Riotto <ellen@southpark.la> wrote:

Thank you both for this speedy communication and turnaround!

From: Tara Devine <tara@devine-strategies.com>
Date: Friday, May 19, 2017 at 1:43 PM
To: Andrew Dutton <adutton@mackurban.com>
Cc: Ellen Riotto <ellen@southpark.la>
Subject: Re: Mack Urban Petitions

Thanks. For site with the 3 "debated" parcels, I will create two petitions (I can't put them on one because owner names are not same.) Suggestion: clip these two together and add a note explaining that they are one site with mixed ownership names.

The rest will match what you wanted. I will re-send a full packet asap. I'm going to do my best to finish it before I leave for a 2pm meeting. Thanks for the quick replies!

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St.,#110-293
Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

tara@devine-strategies.com

Making it easier for you with STRATEGIC CONSULTING SERVICES

Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

On Fri, May 19, 2017 at 1:14 PM, Andrew Dutton <adutton@mackurban.com> wrote:

Tara,

Apologies for all of this confusion ... let's go w/ whatever the database notes. If we can priorities by site, great. If not, however it must be done.

ANDREW DUTTON

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:213.542.4317)

C [415 250 9882](tel:415.250.9882)

F [213 437 0474](tel:2134370474)

adutton@mackurban.com



The information in this message is confidential and subject to the terms of our
electronic communication policy. Please see the link below for more info:

[E-Mail Privacy/Confidentiality Notice](#)

From: Tara Devine [mailto:tara@devine-strategies.com]

Sent: Friday, May 19, 2017 1:09 PM

To: Andrew Dutton <adutton@mackurban.com>

Cc: Ellen Riotto <ellen@southpark.la>

Subject: Re: Mack Urban Petitions

We furnished all petitions as requested (including Aven, which should be accepted by the City with the doc you sent to Ellen - thank you!.)

Our remaining concerns are these 3 parcels:

5139-019-040

5139-019-011

5139-019-015

You indicated one owner for these 3, but Assessor records show all three to be different from what you have stated (two different owners, neither matching your submission.) Without documentation, none will be accepted. Can you do me a favor and double-check your ownership records for these three APNs? I understand that they may represent one single site, but they are recorded as three separate parcels and your records for all are not consistent with Assessor. We want to help you to resolve asap.

I have reattached all petitions as requested excepting the 3 parcels listed above which we are unable to resolve.
Thanks!

On Fri, May 19, 2017 at 12:46 PM, Andrew Dutton <adutton@mackurban.com> wrote:

Tara,

Understood. Let's keep the ownership as noted on the LA County database for Site 1 (AVEN). Please copy me on the final petition document.

As for the others, the primary reason we ask this is the partners involved with each site vary. We appreciate you accommodating our request.

Thank you for your help on this.

ANDREW DUTTON

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

adutton@mackurban.com



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E Mail Privacy/Confidentiality Notice](#)

From: Tara Devine [mailto:tara@devine-strategies.com]

Sent: Friday, May 19, 2017 11:59 AM

To: Andrew Dutton <adutton@mackurban.com>

Cc: Kevin Lindquist <klindquist@mackurban.com>; pchambers@mucommunities.com; Paul Keller <pkeller@mackurban.com>; Ellen Riotto <ellen@southpark.la>

Subject: Re: Mack Urban Petitions

Thanks for your detailed notes. Please see my comments below and advise on the one outstanding site/set of petitions so we may resolve those as well.

Other petitions are attached so these can proceed to signature.

NOTES:

1) We customarily combine all petitions belonging to the precisely same legal owner to reduce the # of signatures required. We do generate a different petition if the owner name is even slightly different (as little difference as an ampersand vs. "AND.")

2) The Assessor data has an owner name field and an "overflow" field for very long ownership names. The original petitions did not include the overflow text, but we have added that for you.

3) We can (and have) split these by site if important to your processing, **however, for some of your parcels, the legal owner names you cite do not match our/Assessor records.** Our records were updated with current Assessor data, direct from the Assessor -- not an intermediary service -- just six weeks ago. **Your information may be correct, however, if it has not been recorded with the Assessor, the City is not going to accept it without documentation showing you are correct - a deed or fully executed closing documents.** Please see more detailed notes below.

On Fri, May 19, 2017 at 9:29 AM, Ellen Riotto <ellen@southpark.la> wrote:

Tara

Please see below for comments from Mack Urban. Do you have time to discuss today?

Thanks

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

Begin forwarded message:

From: Andrew Dutton <adutton@mackurban.com>
Date: May 19, 2017 at 9:28:00 AM PDT
To: Ellen Riotto <ellen@southpark.la>
Cc: Kevin Lindquist <

klindquist@mackurban.com>, Paul Chambers <

pchambers@mucommunities.com>, Paul Keller <pkeller@mackurban.com>
Subject: RE: Mack Urban Petitions

Ellen,

After internal discussion following our call, we would like to request the following revisions (see below). Once updated, I'll get this to our authorized signatory for final review/approval. Realistically it will take us today/the weekend to get it signed (involves partner approvals as well). I anticipate this to be returned Monday late morning.

1. Each petition should be specific to each specific site (1, 1A, 2, 3, and 4). This is to avoid any conflicts in partnerships and lenders current and moving forward.
2. The Ownership entity should be listed with the full Ownership title, including the LLC. The full ownership entity titles are listed below.
3. Site 1 Ownership entity is **now AVEN LLC**, NOT DTLA South Park Properties Proco II, LLC

Site 1:

~~DTLA South Park Properties Proco II, LLC~~ **AVEN APARTMENTS LLC**

5139-020-094

COMMENT: **We have regenerated this petition with this name and it is attached**; however, this owner change was not recorded by the Assessor as of six weeks ago. Unless it has been updated since then, the City will reject this petition unless accompanied by a deed or fully executed closing docs showing prior owner and new owner (and names must match exactly.)

Site 1A:

DTLA South Park Properties Proco II, LLC

5139-020-022

COMMENT: **We have regenerated this petition with this name and it is attached**; the petition contains the missing "p" (Propco) not Proco. Ownership records match the name given.

Site 2:

DTLA South Park Properties Proco I, LLC

5139-020-025

5139-020-006

5139-020-007

COMMENT: **We have regenerated this petition with this name/parcel grouping and it is attached**; the petition contains the missing "p" (Propco) not Proco. Ownership records match the name given.

Site 3:

DTLA South Park Properties Proco I, LLC

5139-019-040

5139-019-011

5139-019-015

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Site 4/4A:

GATEWAY WREN LLC

5139-024-017

5139-024-016

COMMENT: This petition is unchanged but attached for convenience (our original petition matches your notes.)

Thanks,

ANDREW DUTTON

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

adutton@mackurban.com



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electronic communication policy. Please see the link below for more info:

[E Mail Privacy/Confidentiality Notice](#)

From: Ellen Riotto [<mailto:ellen@southpark.la>]

Sent: Thursday, May 18, 2017 10:00 AM

To: Andrew Dutton <adutton@mackurban.com>; Paul Chambers
<pchambers@mucommunities.com>

Cc: Mark Wareham <mwareham@mackurban.com>; Paul Keller <pkeller@mackurban.com>

Subject: Re: Mack Urban Petitions

Andrew/Paul,

Please see attached for all Mack Urban petitions. Also attached is the renewal packet, which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
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5. Executive Summary of our Management District Plan

Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19th. Signed petitions can be scanned and emailed to me directly.**

Thank you in advance for your help in obtaining signatures!

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

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ellen@southpark.la | o. [213 663 1112](tel:213.663.1112) | c. [401 439 8147](tel:401.439.8147)

southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

From: Andrew Dutton <

adutton@mackurban.com>

Date: Wednesday, May 17, 2017 at 5:52 PM

To: Ellen Riotto <ellen@southpark.la>

Cc: Paul Chambers <pchambers@mucommunities.com>

Subject: RE: Mack Urban Petitions

Hello Ellen,

Please see below APNs with Ownership entities. Let me know if you have any questions.

WREN:

Site 4/4A:

Gateway Wren, LLC

5139-024-017

5139-024-016

AVEN:

Site 1:

DTLA South Park Properties Propco II, LLC

5139-020-094

LANDCO:

Site 1A:

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5139-020-022

Site 2:

DTLA South Park Properties Proco I, LLC

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5139-020-006

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ANDREW DUTTON

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From: Paul Chambers [<mailto:pchambers@mucommunities.com>]
Sent: Tuesday, May 16, 2017 2:47 PM
To: Mark Wareham <mwareham@mackurban.com>; John Gunn <jgunn@mackurban.com>
Cc: Andrew Dutton <adutton@mackurban.com>
Subject: FW: Mack Urban Petitions

Mark and John,

Can you please assist by providing the information Ellen is requesting at your earliest convenience?
This is time sensitive.

Thank you,

Paul Chambers, CCRM | Property Manager

pchambers@mucommunities.com

WREN APARTMENTS

1230 South Olive Street DTLA 90015

○ [213 699 1011](tel:2136991011) | F [213 279 2943](tel:2132792943)

livewren.com

From: Ellen Riotto [<mailto:ellen@southpark.la>]
Sent: Tuesday, May 16, 2017 11:06 AM
To: Paul Chambers <pchambers@mucommunities.com>
Subject: Mack Urban Petitions

Hi Paul,

Per our conversation, I need your help identifying all Mack Urban properties (ie. APNs and/or official owner entities). I can then send you the petitions by owner, and could use your help collecting signatures from eligible signers for each property.

As a reminder, the deadline for submitting 51% of weighted signatures is Monday 5/22 we are hoping to get there by Friday 5/19.

Thank you in advance for your help!

Ellen

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24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

Subject: Re: Mack Urban Petitions
Date: Friday, May 19, 2017 at 1:43:40 PM Pacific Daylight Time
From: Tara Devine
To: Andrew Dutton
CC: Ellen Riotto
Attachments: image003.jpg, image004.png, image001.jpg, image002.png

Thanks. For site with the 3 "debated" parcels, I will create two petitions (I can't put them on one because owner names are not same.) Suggestion: clip these two together and add a note explaining that they are one site with mixed ownership names.

The rest will match what you wanted. I will re-send a full packet asap. I'm going to do my best to finish it before I leave for a 2pm meeting. Thanks for the quick replies!

Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
645 West Ninth St.,#110-293
Los Angeles, CA 90015
310.430.5121
tara@devine-strategies.com

Making it easier for you with STRATEGIC CONSULTING SERVICES
Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

On Fri, May 19, 2017 at 1:14 PM, Andrew Dutton <adutton@mackurban.com> wrote:

Tara,

Apologies for all of this confusion ... let's go w/ whatever the database notes. If we can priorities by site, great. If not, however it must be done.

ANDREW DUTTON

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

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adutton@mackurban.com



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From: Tara Devine [mailto:tara@devine-strategies.com]

Sent: Friday, May 19, 2017 1:09 PM

To: Andrew Dutton <adutton@mackurban.com>

Cc: Ellen Riotto <ellen@southpark.la>

Subject: Re: Mack Urban Petitions

We furnished all petitions as requested (including Aven, which should be accepted by the City with the doc you sent to Ellen - thank you!.)

Our remaining concerns are these 3 parcels:

5139-019-040

5139-019-011

5139-019-015

You indicated one owner for these 3, but Assessor records show all three to be different from what you have stated (two different owners, neither matching your submission.) Without documentation, none will be accepted. Can you do me a favor and double-check your ownership records for these three APNs? I understand that they may represent one single site, but they are recorded as three separate parcels and your records for all are not consistent with Assessor. We want to help you to resolve asap.

I have reattached all petitions as requested excepting the 3 parcels listed above which we are unable to resolve.
Thanks!

On Fri, May 19, 2017 at 12:46 PM, Andrew Dutton <adutton@mackurban.com> wrote:

Tara,

Understood. Let's keep the ownership as noted on the LA County database for Site 1 (AVEN). Please copy me on the final petition document.

As for the others, the primary reason we ask this is the partners involved with each site vary. We appreciate you accommodating our request.

Thank you for your help on this.

ANDREW DUTTON

Associate Development Manager

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From: Tara Devine [mailto:tara@devine-strategies.com]

Sent: Friday, May 19, 2017 11:59 AM

To: Andrew Dutton <adutton@mackurban.com>

Cc: Kevin Lindquist <klindquist@mackurban.com>; pchambers@mucommunities.com; Paul Keller <pkeller@mackurban.com>; Ellen Riotto <ellen@southpark.la>

Subject: Re: Mack Urban Petitions

Thanks for your detailed notes. Please see my comments below and advise on the one outstanding site/set of petitions so we may resolve those as well.

Other petitions are attached so these can proceed to signature.

NOTES:

1) We customarily combine all petitions belonging to the precisely same legal owner to reduce the # of signatures required. We do generate a different petition if the owner name is even slightly different (as little difference as an ampersand vs. "AND.")

2) The Assessor data has an owner name field and an "overflow" field for very long ownership names. The original petitions did not include the overflow text, but we have added that for you.

3) We can (and have) split these by site if important to your processing, **however, for some of your parcels, the legal owner names you cite do not match our/Assessor records.** Our records were updated with current Assessor data, direct from the Assessor -- not an intermediary service -- just six weeks ago. **Your information may be correct, however, if it has not been recorded with the Assessor, the City is not going to accept it without documentation showing you are correct - a deed or fully executed closing documents.** Please see more detailed notes below.

On Fri, May 19, 2017 at 9:29 AM, Ellen Riotto <ellen@southpark.la> wrote:

Tara

Please see below for comments from Mack Urban. Do you have time to discuss today?

Thanks

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)

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24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

Begin forwarded message:

From: Andrew Dutton <adutton@mackurban.com>

Date: May 19, 2017 at 9:28:00 AM PDT

To: Ellen Riotto <ellen@southpark.la>

Cc: Kevin Lindquist <

klindquist@mackurban.com>, Paul Chambers <

pchambers@mucommunities.com>, Paul Keller <pkeller@mackurban.com>

Subject: RE: Mack Urban Petitions

Ellen,

After internal discussion following our call, we would like to request the following revisions (see below). Once updated, I'll get this to our authorized signatory for final review/approval. Realistically it will take us today/the weekend to get it signed (involves partner approvals as well). I anticipate this to be returned Monday late morning.

1. Each petition should be specific to each specific site (1, 1A, 2, 3, and 4). This is to avoid any conflicts in partnerships and lenders current and moving forward.
2. The Ownership entity should be listed with the full Ownership title, including the LLC. The full ownership entity titles are listed below.
3. Site 1 Ownership entity is **now AVEN LLC**, NOT DTLA South Park Properties Proco II, LLC

Site 1:

~~DTLA South Park Properties Propco II, LLC~~ **AVEN APARTMENTS LLC**

5139-020-094

COMMENT: **We have regenerated this petition with this name and it is attached**; however, this owner change was not recorded by the Assessor as of six weeks ago. Unless it has been updated since then, the City will reject this petition unless accompanied by a deed or fully executed closing docs showing prior owner and new owner (and names must match exactly.)

Site 1A:

DTLA South Park Properties Proco II, LLC

5139-020-022

COMMENT: **We have regenerated this petition with this name and it is attached**; the petition contains the missing "p" (Propco) not Proco. Ownership records match the name given.

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DTLA South Park Properties Proco I, LLC

5139-020-025

5139-020-006

5139-020-007

COMMENT: **We have regenerated this petition with this name/parcel grouping and it is attached**; the petition contains the missing "p" (Propco) not Proco. Ownership records match the name given.

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5139-019-011

5139-019-015

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Site 4/4A:

GATEWAY WREN LLC

5139-024-017

5139-024-016

COMMENT: **This petition is unchanged but attached for convenience** (our original petition matches your notes.)

Thanks,

ANDREW DUTTON

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

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adutton@mackurban.com



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5139-024-016

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O [213 699 1011](tel:2136991011) | F [213 279 2943](tel:2132792943)

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Subject: Re: Mack Urban Petitions
Date: Friday, May 19, 2017 at 1:08:41 PM Pacific Daylight Time
From: Tara Devine
To: Andrew Dutton
CC: Ellen Riotto
Attachments: image003.jpg, image004.png, image001.jpg, image002.png, MACK URBAN - partial.pdf

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5139-020-007

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South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

From: Andrew Dutton <

adutton@mackurban.com>

Date: Wednesday, May 17, 2017 at 5:52 PM

To: Ellen Riotto <ellen@southpark.la>

Cc: Paul Chambers <pchambers@mucommunities.com>

Subject: RE: Mack Urban Petitions

Hello Ellen,

Please see below APNs with Ownership entities. Let me know if you have any questions.

WREN:

Site 4/4A:

Gateway Wren, LLC

5139-024-017

5139-024-016

AVEN:

Site 1:

DTLA South Park Properties Propco II, LLC

5139-020-094

LANDCO:

Site 1A:

DTLA South Park Properties Proco II, LLC

5139-020-022

Site 2:

DTLA South Park Properties Proco I, LLC

5139-020-025

5139-020-006

5139-020-007

Site 3:

DTLA South Park Properties Proco I, LLC

5139-019-040

5139-019-011

5139-019-015

Thank you,

ANDREW DUTTON

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

adutton@mackurban.com



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E-Mail Privacy/Confidentiality Notice](#)

From: Paul Chambers [<mailto:pchambers@mucommunities.com>]
Sent: Tuesday, May 16, 2017 2:47 PM
To: Mark Wareham <mwareham@mackurban.com>; John Gunn <jgunn@mackurban.com>
Cc: Andrew Dutton <adutton@mackurban.com>
Subject: FW: Mack Urban Petitions

Mark and John,

Can you please assist by providing the information Ellen is requesting at your earliest convenience? This is time sensitive.

Thank you,

Paul Chambers, CCRM | Property Manager
pchambers@mucommunities.com

WREN APARTMENTS

1230 South Olive Street DTLA 90015

○ [213 699 1011](tel:2136991011) | F [213 279 2943](tel:2132792943)

livewren.com

From: Ellen Riotto [<mailto:ellen@southpark.la>]
Sent: Tuesday, May 16, 2017 11:06 AM
To: Paul Chambers <pchambers@mucommunities.com>
Subject: Mack Urban Petitions

Hi Paul,

Per our conversation, I need your help identifying all Mack Urban properties (ie. APNs and/or official owner entities). I can then send you the petitions by owner, and could use your help collecting signatures from eligible signers for each property.

As a reminder, the deadline for submitting 51% of weighted signatures is Monday 5/22 we are hoping to get there by Friday 5/19.

Thank you in advance for your help!

Ellen

Ellen Riotto

Interim Executive Director



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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: FW: Mack Urban Petitions
Date: Friday, May 19, 2017 at 12:04:08 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Robin Bieker
Attachments: image003.png, image004.jpg, image002.jpg, image001.jpg, image005.png

Perfect. I just replied on all changes (most okay, but one set of 3 parcels they list do not match owner records at all, and I would like them to confirm.) I furnished their petitions as asked for all the rest, including Aven.

Ellen - the City should accept the attached documentation. Be sure to submit it along with the Aven petition once they have signed it.

On Fri, May 19, 2017 at 11:56 AM, Ellen Riotto <ellen@southpark.la> wrote:

FYI

From: Andrew Dutton <adutton@mackurban.com>
Date: Friday, May 19, 2017 at 11:28 AM
To: Ellen Riotto <ellen@southpark.la>
Cc: Kevin Lindquist <klindquist@mackurban.com>, Robin Bieker <robin@biekerco.com>
Subject: RE: Mack Urban Petitions

Ellen,

Thanks for the quick reply. We would like to still separate each petition by Site, as noted below. For each Ownership entity, we would like to see the full name on the Owner line.

For Site 1 (AVEN), the Owner is Aven Apartments LLC. I've attached our recorded copy of the transfer from DTLA South Park Properties Propco II, LLC to Aven Apartments LLC.

Let me know if this is an issue.

ANDREW DUTTON

Associate Development Manager

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adutton@mackurban.com



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From: Ellen Riotto [mailto:ellen@southpark.la]

Sent: Friday, May 19, 2017 10:21 AM

To: Andrew Dutton <adutton@mackurban.com>

Cc: Kevin Lindquist <klindquist@mackurban.com>; Paul Chambers <pchambers@mucommunities.com>;

Paul Keller <pkeller@mackurban.com>; Robin Bieker <robin@biekerco.com>

Subject: Re: Mack Urban Petitions

Hi Andrew,

Here are the comments from our consultant:

I can regenerate the petitions today if this is important to them. They have very long ownership names, and the tail end of their names ends up in the overflow column (just a few characters.)

However, for the one they want renamed (Aven) **unless the Assessor has updated this in the last six weeks, the Clerk is going to reject this and ask for deed/fully executed closing docs before they will validate.** If the owner will not furnish it, this petition will not count. But I'll generate as they have requested it. They seem confident and precise in using the title names, so I will assume it is the correct new owner and just hasn't been recorded yet.

Please let me know what you think.

Thanks,

Ellen

From: Andrew Dutton <adutton@mackurban.com>

Date: Friday, May 19, 2017 at 9:28 AM

To: Ellen Riotto <ellen@southpark.la>

Cc: Kevin Lindquist <klindquist@mackurban.com>, Paul Chambers <pchambers@mucommunities.com>, Paul Keller <pkeller@mackurban.com>

Subject: RE: Mack Urban Petitions

Ellen,

After internal discussion following our call, we would like to request the following revisions (see below). Once updated, I'll get this to our authorized signatory for final review/approval. Realistically it will take us today/the weekend to get it signed (involves partner approvals as well). I anticipate this to be returned Monday late morning.

1. Each petition should be specific to each specific site (1, 1A, 2, 3, and 4). This is to avoid any conflicts in partnerships and lenders current and moving forward.
2. The Ownership entity should be listed with the full Ownership title, including the LLC. The full ownership entity titles are listed below.
3. Site 1 Ownership entity is **now AVEN LLC**, NOT DTLA South Park Properties Proco II, LLC

Site 1:

~~DTLA South Park Properties Proco II, LLC~~ **AVEN APARTMENTS LLC**

5139-020-094

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DTLA South Park Properties Proco II, LLC

5139-020-022

Site 2:

DTLA South Park Properties Proco I, LLC

5139-020-025

5139-020-006

5139-020-007

Site 3:

DTLA South Park Properties Proco I, LLC

5139-019-040

5139-019-011

5139-019-015

Site 4/4A:

GATEWAY WREN LLC

5139-024-017

5139-024-016

Thanks,

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adutton@mackurban.com



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From: Ellen Riotto [<mailto:ellen@southpark.la>]

Sent: Thursday, May 18, 2017 10:00 AM

To: Andrew Dutton <adutton@mackurban.com>; Paul Chambers <pchambers@mucommunities.com>

Cc: Mark Wareham <mwareham@mackurban.com>; Paul Keller <pkeller@mackurban.com>

Subject: Re: Mack Urban Petitions

Andrew/Paul,

Please see attached for all Mack Urban petitions. Also attached is the renewal packet, which contains the following:

1. Cover Letter to property owners from me

2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19th. Signed petitions can be scanned and emailed to me directly.**

Thank you in advance for your help in obtaining signatures!

Ellen

Ellen Riotto

Interim Executive Director



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To: Mark Wareham <mwareham@mackurban.com>; John Gunn <jgunn@mackurban.com>

Cc: Andrew Dutton <adutton@mackurban.com>

Subject: FW: Mack Urban Petitions

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Thank you,

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livewren.com

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Sent: Tuesday, May 16, 2017 11:06 AM
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As a reminder, the deadline for submitting 51% of weighted signatures is Monday 5/22 we are hoping to get there by Friday 5/19.

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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: Mack Urban Petitions
Date: Friday, May 19, 2017 at 12:02:04 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Robin Bieker
Attachments: image002.png, image001.jpg, image004.png, image003.jpg

Robin: I just replied to Mack Urban but cc'd Ellen and left you off it. Can forward if interested.

On Fri, May 19, 2017 at 10:48 AM, Ellen Riotto <ellen@southpark.la> wrote:

Thanks!

From: Tara Devine <tara@devine-strategies.com>
Date: Friday, May 19, 2017 at 10:34 AM

To: Ellen Riotto <ellen@southpark.la>
Cc: Robin Bieker <robin@biekerco.com>
Subject: Re: Mack Urban Petitions

I'm in the middle of these changes, but at least one does not match what they have told us.

In other words, the Assessor has a different legal owner than they are telling us. It may be an error on the Assessor end but it's going to trigger more rejections.

I am going to email them directly to clarify these.

On Fri, May 19, 2017 at 10:27 AM, Ellen Riotto <ellen@southpark.la> wrote:

Appreciate it.

From: Tara Devine <tara@devine-strategies.com>

Date: Friday, May 19, 2017 at 10:25 AM

To: Ellen Riotto <ellen@southpark.la>

Cc: Robin Bieker <robin@biekerco.com>

Subject: Re: Mack Urban Petitions

I'm going to start reissuing their petitions since I cannot do it later today.

As I read their email, they seem decisive on the point and articulate a timeline, so I'll make this one happen.

On May 19, 2017 10:19 AM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thanks Tara. I'll send your comments to Mack Urban now. Stay tuned.

From: Tara Devine <tara@devine-strategies.com>

Date: Friday, May 19, 2017 at 10:17 AM

To: Ellen Riotto <ellen@southpark.la>

Cc: Robin Bieker <robin@biekerco.com>

Subject: Re: Fwd: Mack Urban Petitions

I can regenerate the petitions today if this is important to them. They have very long ownership names, and the tail end of their names ends up in the overflow column (just a few characters.)

However, for the one they want renamed (Aven) **unless the Assessor has updated this in the last six weeks, the Clerk is going to reject this and ask for deed/fully executed closing docs before they will validate.** If the owner will not furnish it, this petition will not count. But I'll generate as they have requested it. They seem confident and precise in using the title names, so I will assume it is the correct new owner and just hasn't been recorded yet.

I am out of pocket after 1:30pm today. I can do this and potentially handle other emails before then with the caveat that I probably can't squeeze in calls, too.

I'd suggest we focus on email issues today and set calls for Monday AM if those are needed.

I am currently open on Monday after 10:30am. I have tried to keep it clear just for SP.

On May 19, 2017 9:29 AM, "Ellen Riotto" <ellen@southpark.la> wrote:

Tara

Please see below for comments from Mack Urban. Do you have time to discuss today?

Thanks

Ellen Riotto

Interim Executive Director

South Park BID

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24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

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Date: May 19, 2017 at 9:28:00 AM PDT

To: Ellen Riotto <ellen@southpark.la>

Cc: Kevin Lindquist <klindquist@mackurban.com>, Paul Chambers
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5139-020-094

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5139-020-006

5139-020-007

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5139-019-011

5139-019-015

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GATEWAY WREN LLC

5139-024-017

5139-024-016

Thanks,

ANDREW DUTTON

Associate Development Manager

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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: Mack Urban Petitions
Date: Friday, May 19, 2017 at 11:59:15 AM Pacific Daylight Time
From: Tara Devine
To: adutton@mackurban.com
CC: klindquist@mackurban.com, pchambers@mucommunities.com, pkeller@mackurban.com, Ellen Riotto
Attachments: image004.jpg, image005.png, image006.jpg, image007.png, MACK URBAN - partial.pdf

Thanks for your detailed notes. Please see my comments below and advise on the one outstanding site/set of petitions so we may resolve those as well. Other petitions are attached so these can proceed to signature.

NOTES:

- 1) We customarily combine all petitions belonging to the precisely same legal owner to reduce the # of signatures required. We do generate a different petition if the owner name is even slightly different (as little difference as an ampersand vs. "AND.")
- 2) The Assessor data has an owner name field and an "overflow" field for very long ownership names. The original petitions did not include the overflow text, but we have added that for you.
- 3) We can (and have) split these by site if important to your processing, **however, for some of your parcels, the legal owner names you cite do not match our/Assessor records.** Our records were updated with current Assessor data, direct from the Assessor -- not an intermediary service -- just six weeks ago. **Your information may be correct, however, if it has not been recorded with the Assessor, the City is not going to accept it without documentation showing you are correct - a deed or fully executed closing documents.** Please see more detailed notes below.

On Fri, May 19, 2017 at 9:29 AM, Ellen Riotto <ellen@southpark.la> wrote:

Tara

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Thanks

Ellen Riotto
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3. Site 1 Ownership entity is **now AVEN LLC**, NOT DTLA South Park Properties Proco II, LLC

Site 1:

~~DTLA South Park Properties Proco II, LLC~~ **AVEN APARTMENTS LLC**

5139-020-094

COMMENT: **We have regenerated this petition with this name and it is attached**; however, this owner change was not recorded by the Assessor as of six weeks ago. Unless it has been updated since then, the City will reject this petition unless accompanied by a deed or fully executed closing docs showing prior owner and new owner (and names must match exactly.)

Site 1A:

DTLA South Park Properties Proco II, LLC

5139-020-022

COMMENT: **We have regenerated this petition with this name and it is attached**; the petition contains the missing "p" (Propco) not Proco. Ownership records match the name given.

Site 2:

DTLA South Park Properties Proco I, LLC

5139-020-025

5139-020-006

5139-020-007

COMMENT: **We have regenerated this petition with this name/parcel grouping and it is attached**; the petition contains the missing "p" (Propco) not Proco. Ownership records match the name given.

Site 3:

DTLA South Park Properties Proco I, LLC

5139-019-040

5139-019-011

5139-019-015

COMMENT: This is problematic, and your requested edit will result in petition rejection for all of these parcels. **We have held off on regenerating this petition pending your reply.** As of six weeks ago, Assessor shows owner of -040 as DTLA SOUTH PARK PROPERTIES PROPCO II LLC and the other two (-011 and -015) as DTLA S PARK PROP PROPCO II LLC. **Note the subtle differences in these names from one another and from your stated owner, although they may be the same legal entity.** These will be rejected if I edit as you request above unless you provide a deed or fully executed closing docs showing prior owner and new owner (and names must match exactly.) Alternatively, if the Assessor entered the owner incorrectly (data input error), I have to send you to the Assessor to get that corrected. Please let me know if you agree with the owner names I have stated in the paragraph, or disagree with them. If you disagree, kindly reaffirm how you want these 3 APNS done. I will prepare them as such, but they will require documentation to avoid rejection.

Site 4/4A:

GATEWAY WREN LLC

5139-024-017

5139-024-016

COMMENT: **This petition is unchanged but attached for convenience** (our original petition matches your notes.)

Thanks,

ANDREW DUTTON

Associate Development Manager

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adutton@mackurban.com



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[E-Mail Privacy/Confidentiality Notice](#)

From: Ellen Riotto [<mailto:ellen@southpark.la>]
Sent: Thursday, May 18, 2017 10:00 AM
To: Andrew Dutton <adutton@mackurban.com>; Paul Chambers <pchambers@mucommunities.com>
Cc: Mark Wareham <mwareham@mackurban.com>; Paul Keller <pkeller@mackurban.com>
Subject: Re: Mack Urban Petitions

Andrew/Paul,

Please see attached for all Mack Urban petitions. Also attached is the renewal packet, which contains the following:

1. Cover Letter to property owners from me
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Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

From: Andrew Dutton <

adutton@mackurban.com>

Date: Wednesday, May 17, 2017 at 5:52 PM

To: Ellen Riotto <ellen@southpark.la>

Cc: Paul Chambers <pchambers@mucommunities.com>

Subject: RE: Mack Urban Petitions

Hello Ellen,

Please see below APNs with Ownership entities. Let me know if you have any questions.

WREN:

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5139-024-017

5139-024-016

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5139-020-006

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5139-019-040

5139-019-011

5139-019-015

Thank you,

ANDREW DUTTON

Associate Development Manager

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Los Angeles, CA 90015

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From: Paul Chambers [<mailto:pchambers@mucommunities.com>]

Sent: Tuesday, May 16, 2017 2:47 PM

To: Mark Wareham <mwareham@mackurban.com>; John Gunn <jgunn@mackurban.com>

Cc: Andrew Dutton <adutton@mackurban.com>

Subject: FW: Mack Urban Petitions

Mark and John,

Can you please assist by providing the information Ellen is requesting at your earliest convenience? This is time sensitive.

Thank you,

Paul Chambers, CCRM | Property Manager

pchambers@mucommunities.com

WREN APARTMENTS

1230 South Olive Street DTLA 90015

O [213 699 1011](tel:2136991011) | F [213 279 2943](tel:2132792943)

livewren.com

From: Ellen Riotto [<mailto:ellen@southpark.la>]
Sent: Tuesday, May 16, 2017 11:06 AM
To: Paul Chambers <pchambers@mucommunities.com>
Subject: Mack Urban Petitions

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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: Mack Urban Petitions
Date: Friday, May 19, 2017 at 10:34:26 AM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Robin Bieker
Attachments: image003.jpg, image004.png, image001.jpg, image002.png

I'm in the middle of these changes, but at least one does not match what they have told us.
In other words, the Assessor has a different legal owner than they are telling us. It may be an error on the Assessor end but it's going to trigger more rejections.
I am going to email them directly to clarify these.

On Fri, May 19, 2017 at 10:27 AM, Ellen Riotto <ellen@southpark.la> wrote:

Appreciate it.

From: Tara Devine <tara@devine-strategies.com>
Date: Friday, May 19, 2017 at 10:25 AM
To: Ellen Riotto <ellen@southpark.la>
Cc: Robin Bieker <robin@biekerco.com>
Subject: Re: Mack Urban Petitions

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As I read their email, they seem decisive on the point and articulate a timeline, so I'll make this one happen.

On May 19, 2017 10:19 AM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thanks Tara. I'll send your comments to Mack Urban now. Stay tuned.

From: Tara Devine <tara@devine-strategies.com>

Date: Friday, May 19, 2017 at 10:17 AM

To: Ellen Riotto <ellen@southpark.la>

Cc: Robin Bieker <robin@biekerco.com>

Subject: Re: Fwd: Mack Urban Petitions

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lviewren.com

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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: Mack Urban Petitions
Date: Friday, May 19, 2017 at 10:25:46 AM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Robin Bieker
Attachments: image001.jpg, image003.jpg, image002.png, image004.png

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Date: Friday, May 19, 2017 at 10:17:36 AM Pacific Daylight Time
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From: Andrew Dutton <adutton@mackurban.com>
Date: Wednesday, May 17, 2017 at 5:52 PM
To: Ellen Riotto <ellen@southpark.la>
Cc: Paul Chambers <pchambers@mucommunities.com>
Subject: RE: Mack Urban Petitions

Hello Ellen,

Please see below APNs with Ownership entities. Let me know if you have any questions.

WREN:

Site 4/4A:

Gateway Wren, LLC

5139-024-017

5139-024-016

AVEN:

Site 1:

DTLA South Park Properties Propco II, LLC

5139-020-094

LANDCO:

Site 1A:

DTLA South Park Properties Proco II, LLC

5139-020-022

Site 2:

DTLA South Park Properties Proco I, LLC

5139-020-025

5139-020-006

5139-020-007

Site 3:

DTLA South Park Properties Proco I, LLC

5139-019-040

5139-019-011

5139-019-015

Thank you,

ANDREW DUTTON

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

adutton@mackurban.com



The information in this message is confidential and subject to the terms of our
electronic communication policy. Please see the link below for more info:

[E-Mail Privacy/Confidentiality Notice](#)

From: Paul Chambers [<mailto:pchambers@mucommunities.com>]
Sent: Tuesday, May 16, 2017 2:47 PM
To: Mark Wareham <mwareham@mackurban.com>; John Gunn <jgunn@mackurban.com>
Cc: Andrew Dutton <adutton@mackurban.com>
Subject: FW: Mack Urban Petitions

Mark and John,

Can you please assist by providing the information Ellen is requesting at your earliest convenience? This is time sensitive.

Thank you,

Paul Chambers, CCRM | Property Manager

pchambers@mucommunities.com

WREN APARTMENTS

1230 South Olive Street DTLA 90015

O [213 699 1011](tel:2136991011) | F [213 279 2943](tel:2132792943)

livewren.com

From: Ellen Riotto [<mailto:ellen@southpark.la>]
Sent: Tuesday, May 16, 2017 11:06 AM
To: Paul Chambers <pchambers@mucommunities.com>
Subject: Mack Urban Petitions

Hi Paul,

Per our conversation, I need your help identifying all Mack Urban properties (ie. APNs and/or official owner entities). I can then send you the petitions by owner, and could use your help collecting signatures from eligible signers for each property.

As a reminder, the deadline for submitting 51% of weighted signatures is Monday 5/22 we are hoping to get there by Friday 5/19.

Thank you in advance for your help!

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. [213 663 1112](tel:2136631112) | c. 401 439 8147

southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: HOPE PICO CO
Date: Friday, May 19, 2017 at 1:40:23 PM Pacific Daylight Time
From: Tara Devine
To: Sauli Danpour
CC: Ellen Riotto
Attachments: HP CO.pdf

Attached is your petition. Owner name on petition is pretty close to what you said (minor formatting differences.) What is on the petition is what the Assessor has - hopefully okay with you. No documentation needed unless you disagree with name as shown.

Thanks!!

Subject: MORRISON HOTEL LLC
Date: Friday, May 19, 2017 at 1:36:24 PM Pacific Daylight Time
From: Tara Devine
To: Sauli Danpour
CC: Ellen Riotto
Attachments: MORRISON.pdf

Morrisson Hotel LLC corrected and attached. **Please note that the Clerk will reject any signature for the last APN shown (5139-022-020) unless it is accompanied by a deed or fully executed closing docs for the parcel. The City insists that the petition match current Assessor records for owner name unless you furnish this documentation.**

Assessor records as of six weeks ago (update theoretically possible but unlikely since then) show the owner of **5139-022-020** as Pico Venture Ltd LLC. The other two parcels match. We pull directly from the Assessor which is more current than any source online.

Thanks for your assistance in securing this petition!

Tara

Subject: Re: South Park BID

Date: Friday, May 19, 2017 at 12:45:23 PM Pacific Daylight Time

From: Tara Devine

To: Sauli Danpour

CC: Robin Bieker, Ellen Riotto

Sauli - I am out of pocket after 1:30 today, but I will try to get these to you before then if at all possible. If not, I will send them over the weekend.

On May 19, 2017 12:33 PM, "Sauli Danpour" <sauid@xyvest.com> wrote:

Tara,

In response to your email below that was forwarded to me by Ellen of the South Park BID, your data is accurate. The County Assessor has the corrected information, it is ZIMAS that may not be up-to-date. See attached correspondence we have had on this matter with the Assessor's office and the revised plat map. The additional information that you may need for the BID ballots to be corrected are provided in red.

Sauli

From: Tara Devine <tara@devine-strategies.com>

Date: May 18, 2017 at 8:41:22 PM PDT

To: Robin Bieker <robin@biekerco.com>

Cc: Ellen Riotto <ellen@southpark.la>

Subject: Re: South Park BID

Please ask Sauli/new owner to review these and let us know if information is not accurate. There have definitely been some very recent parcel changes on some of these, and some may be partially incomplete in being recorded. ZIMAS (whose data lags Assessor's a bit) doesn't even reflect the new parcel #s.

Depending on what is incorrect, I can advise how to proceed, but most corrections must be done by the property owner contacting the LA County Assessor to resolve.

5139-022-003 Morrison Hotel LLC

1220 S Hope
Bldg: 9300 sf
Lot: 9360 sf
Frontage: 60 lf

This is correct. You may send the ballots to me and I will forward to the new owner for signature.

5139-022-004 Morrison Hotel LLC
1224 S Hope
Bldg: 7750 sf
Lot: 7800 sf
Frontage: 50 lf

This is correct. You may send the ballots to me and I will forward to the new owner for signature.

From what we can tell after investigating: In early 2017, 5139-022-016 was altered (was an L shaped parcel - now a rectangle) - the rectangle part is now "020" and the remaining part of the "L" was merged with another parcel to become "021". The strange thing is that -021 seems to have recently vanished (since we last pulled data less than two months ago.)

5139-022-020 Pico Venture Ltd LLC
1240 S Hope
Bldg: 15500 sf
Lot: 15589 sf
Frontage: 100 lf

The information on the square footage and frontage is correct. The parcel is no longer L-shaped. New owner is also Morrison Hotel LLC. You may send the ballots to me and I will forward to the new owner for signature. More on lot -21 below.

5139-022-021 Pico Venture Ltd LLC
Bldg: 0 sf
Lot: 9470 sf
Frontage: 66 lf

For -021, the above is what we pulled not long ago. We're trying to figure this one out. The parcel existed when we last pulled data, but now the Assessor's website says this AIN is found. We'll continue to investigate, but if the owner can shed any light on this, great.

The information on the square footage and frontage is correct. The dropped portion of the L-shaped parcel mentioned above was incorporated with the adjoining APN #5139-022-017 to create the larger parcel now identified as APN #5139-022-021. This new larger parcel is no longer owned by Pico Venture Ltd, it is owned by one of my companies "Okon Holdings LLC". Please send me the ballot for this parcel for signatures.

As mentioned before, my company remains the owner of 1246 S Hope Street (APN #5139-022-006) vested under Hope Pico Company LLC. Please send me the ballot for this parcel for signatures.

On May 17, 2017 6:40 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Tara,

Please see below for request from Sauli. Is this something you can do tomorrow?

Thanks

Ellen

Ellen Riotto
Interim Executive Director
South Park BID
1100 S Flower St, Suite #3400, Los Angeles, CA 90015
o. [213-663-1112](tel:213-663-1112)
c. [401-439-8147](tel:401-439-8147)
24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

Begin forwarded message:

From: Robin Bieker <robin@biekerco.com>
Date: May 17, 2017 at 6:22:58 PM PDT
To: 'Sauli Danpour' <saulid@xyvest.com>
Cc: 'Ellen Riotto' <ellen@southpark.la>
Subject: RE: South Park BID

Sauli,

Thanks for getting back to me. I have copied Ellen on this email.

Ellen,

If you are able to make the changes please do and get them back to Sauli and please go direct and copy me and I will follow up.

Thanks.

Robin Bieker

From: Sauli Danpour [mailto:saulid@xyvest.com]
Sent: Wednesday, May 17, 2017 4:33 PM
To: Robin Bieker
Subject: Re: South Park BID

Robin,

Since Ellen's email to the property owners I have been looking for the petitions, but never got them. Thanks for emailing. But they have to be redone as follows...

New owner of 1220 S Hope Street (APN #5139-022-003), 1224 S Hope Street (APN #5139-022-004) and 1240 S Hope Street (APN #5139-022-020, formerly APN #5139-022-016) is Morrison Hotel LLC. Keep in mind that the parcel for 1240 S Hope Street was reduced in size to fit the perimeter of the building only. So an adjustment needs to be made to the percentage and the assessment. You can send those petitions to me and I'll get Richard to sign them.

I remain the owner of 1246 S Hope Street (APN #5139-022-006), and 427 W Pico Blvd. (APN #5139-022-021, formerly APN #5139-022-017)... 427 W Pico is now a larger parcel based on the adjustment mentioned above for 1240 S Hope Street.

Sauli

At 01:53 PM 5/17/2017, you wrote:

Sauli,

Petitions have been mailed out for BID renewal but we are trying to achieve the 51% threshold by this Friday in order to avoid manual billing. If you could please take a look at the attached and sign, scan and send back that would be great. Please call if you have any questions.

Thanks.

Robin Bieker

Subject: Re: Emrani Properties

Date: Friday, May 19, 2017 at 10:22:00 AM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

CC: Robert Buente

I just replied on Mack Urban and also re: calls.

Because I am out of pocket after 1:30 today, I think it is most strategic to keep answering questions and regenerating any petitions. I will do my best to keep current on any received by about 12:30 today.

For any that require substantial investigation, and for those received after 12:30, I will respond to those over the weekend. We should go into Monday current on all inquiries/petitions which allows me to do select calls and incoming inquiries on Monday.

Sound good?

I have held Monday open after 10:30am just for SP.

On May 19, 2017 9:18 AM, "Ellen Riotto" <ellen@southpark.la> wrote:

Just so I know, are you available for calls today? In addition to this one, I received a phone call from Mack Urban this AM with some concerns over their petitions. I asked them to send me a summary email, which I'll forward to you ASAP, but it would be great to be able to settle these issues as quickly as possible.

Ellen Riotto
Interim Executive Director
South Park BID
1100 S Flower St, Suite #3400, Los Angeles, CA 90015
o. [213-663-1112](tel:213-663-1112)
c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

On May 19, 2017, at 9:13 AM, Tara Devine <tara@devine-strategies.com> wrote:

Thank you! I'll expect more questions 😊

On May 19, 2017 12:31 AM, "Ellen Riotto" <ellen@southpark.la> wrote:

Just sent the response to him and CC'd you

Ellen Riotto
Interim Executive Director
South Park BID
1100 S Flower St, Suite #3400, Los Angeles, CA 90015
o. [213-663-1112](tel:213-663-1112)
c. [401-439-8147](tel:401-439-8147)
24/7: [866-560-9346](tel:866-560-9346)
Sent from my iPhone

On May 19, 2017, at 12:10 AM, Ellen Riotto <ellen@southpark.la> wrote:

Thanks Tara

I think bc I told Brian he'd receive an answer from you today, it's best that you send him the email you just shared w me and Bob. It answers the question, as I understand it. However I don't think they'll be happy to hear it. I'll follow up with your email to Brian (please keep me CC'd) and will let him know that I'll reach out first thing tomorrow AM.

Thanks

Ellen

Ellen Riotto
Interim Executive Director
South Park BID
1100 S Flower St, Suite #3400, Los Angeles, CA 90015
o. [213-663-1112](tel:213-663-1112)
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24/7: [866-560-9346](tel:866-560-9346)
Sent from my iPhone

On May 18, 2017, at 11:59 PM, Tara Devine <tara@devine-strategies.com> wrote:

Ellen: I noticed you connected me to Brian.
I can send him the answer I just sent you/Bob, or you may forward it.
Does my answer accurately reflect their questions/concerns as you understand them?

On Thu, May 18, 2017 at 11:54 PM, Tara Devine <tara@devine-

strategies.com> wrote:

Thanks for your patience. The question wasn't explicit, but here's what I think was implied.

If I understand the question correctly as:

If a property (recorded as residential condos) is operated as apartments, shouldn't it (or can't it) be assessed like commercial buildings rather than condominiums?

...then the answer is:

We cannot assess condos as apartments (even if they are operated as such) because each condo unit is a separate freestanding parcel in the eyes of the County (and City) with each being levied their own property taxes (and assessments) and being billed individually, regardless of who owns them. The BIDs Management District Plan (MDP) and Engineer's report (ER) very clearly establish one rate for residential condominiums and one rate for commercial buildings (which include apartments.) Once a property records their residential condo subdivision, we assess the property at the residential condo rate, and cannot assess it at the commercial (apartment) rate.

A residential condo does not, persay, have a "lot" or "frontage," which is why we assess on unit SF alone. And each res condo unit receives an individual property tax bill (including any assessment.) On the other hand, an apartment building (i.e. not subdivided) is a single parcel, receiving a single property tax bill (except in rare instances where the building straddles a parcel line, in which case the bldg SF is allocated either to one parcel, or among the parcels.) Such a parcel has a "lot" and "frontage" in addition to its bldg SF - which is why we assess these parcels on a combination of bldg, lot and frontage.

On Thu, May 18, 2017 at 3:15 PM, Ellen Riotto

<ellen@southpark.la> wrote:

Hi Tara,

The Emrani family owns 3 LLCs in the district:

VENICE INVESTMENTS GROUP LLC

PACKARD COMMERCIAL LLC

HOPE ENTERPRISES LLC

They are being charged at the condo rate, but they operate their units as apartments. They would like to arrange a call with you today do you have availability?

Thank you in advance,

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

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ellen@southpark.la | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: Emrani Properties
Date: Friday, May 19, 2017 at 9:13:46 AM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Robert Buente
Attachments: image001.png

Thank you! I'll expect more questions 😊

On May 19, 2017 12:31 AM, "Ellen Riotto" <ellen@southpark.la> wrote:
Just sent the response to him and CC'd you

Ellen Riotto
Interim Executive Director
South Park BID
1100 S Flower St, Suite #3400, Los Angeles, CA 90015
o. [213-663-1112](tel:2136631112)
c. [401-439-8147](tel:4014398147)
24/7: [866-560-9346](tel:8665609346)
Sent from my iPhone

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they'll be happy to hear it. I'll follow up with your email to Brian (please keep me CC'd) and will let him know that I'll reach out first thing tomorrow AM.

Thanks

Ellen

Ellen Riotta
Interim Executive Director
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1100 S Flower St, Suite #3400, Los Angeles, CA 90015
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Sent from my iPhone

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Ellen

Ellen Riotto

Interim Executive Director



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southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: Emrani Properties
Date: Thursday, May 18, 2017 at 11:58:53 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Robert Buente
Attachments: image001.png

Ellen: I noticed you connected me to Brian.
I can send him the answer I just sent you/Bob, or you may forward it.
Does my answer accurately reflect their questions/concerns as you understand them?

On Thu, May 18, 2017 at 11:54 PM, Tara Devine <tara@devine-strategies.com> wrote:

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On Thu, May 18, 2017 at 3:15 PM, Ellen Riotto <ellen@southpark.la> wrote:

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Thank you in advance,

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Ellen Riotto

Interim Executive Director



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southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

Subject: Re: Emrani Properties
Date: Thursday, May 18, 2017 at 11:54:42 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Robert Buente
Attachments: image001.png

Thanks for your patience. The question wasn't explicit, but here's what I think was implied.

If I understand the question correctly as:

If a property (recorded as residential condos) is operated as apartments, shouldn't it (or can't it) be assessed like commercial buildings rather than condominiums?

...then the answer is:

We cannot assess condos as apartments (even if they are operated as such) because each condo unit is a separate freestanding parcel in the eyes of the County (and City) with each being levied their own property taxes (and assessments) and being billed individually, regardless of who owns them. The BIDs Management District Plan (MDP) and Engineer's report (ER) very clearly establish one rate for residential condominiums and one rate for commercial buildings (which include apartments.) Once a property records their residential condo subdivision, we assess the property at the residential condo rate, and cannot assess it at the commercial (apartment) rate.

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On Thu, May 18, 2017 at 3:15 PM, Ellen Riotto <ellen@southpark.la> wrote:

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Thank you in advance,

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: Emrani Properties
Date: Thursday, May 18, 2017 at 3:49:44 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Robert Buente
Attachments: image001.png

I have a response to this, but I really want to run this one by the engineer, too, and he is not available until tomorrow (morning, I believe.)

If possible, to manage time effectively, I'd rather respond in writing and only do a call if necessary. I've succeeded in responding to all your owner inquiries so far within minutes to hours, and am trying to maintain that through Monday...but I'm not available today 4-7, tomorrow after 1 or all day on Sunday...and I am trying to make sure I can stay on top of all of the requests. Even a half-hour call tomorrow morning may have an effect on getting other replies out/delay some replies until Sat. As you have seen, some inquiries require some investigation and can take up to an hour or so. I do appreciate that you and staff have been fielding those you can!

If a call is strategically necessary - as in this owner is not very receptive to renewal and really needs face time - please clarify and we'll set something up for tomorrow before 1pm.

Thanks!

On May 18, 2017 3:15 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Hi Tara,

The Emrani family owns 3 LLCs in the district:

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PACKARD COMMERCIAL LLC

HOPE ENTERPRISES LLC

They are being charged at the condo rate, but they operate their units as apartments. They would like to arrange a call with you today do you have availability?

Thank you in advance,

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: SPBID Renewal - Eligible Signer
Date: Thursday, May 18, 2017 at 8:57:24 PM Pacific Daylight Time
From: Tara Devine
To: Jeffrey Chen
CC: Ellen Riotto
Attachments: image001.png, image005.png, image004.png, image006.png, image002.png, image003.png

No worries on our end unless you think the information we've furnished is incorrect. During the course of sales, actual or planned development, etc. many odd things can occur with how a parcel is recorded/updated in the Assessor's system. APNs get "created" and "destroyed" and they sometimes do some odd things in between (pending deletes, shells, etc.)

Be sure to follow up with us if you find inconsistencies or need more info.

On Thu, May 18, 2017 at 4:34 PM, Jeffrey Chen <jeffrey.chen@oceanwideplaza.com> wrote:

Hi Tara,

I hope all is well.

Oceanwide Plaza is a mixed use develop comprising of a hotel, two residential towers, and retail. Our development is not scheduled to open until 2019.

Unfortunately, I am not aware of the subdivision issue but will reach out to my legal team if they have any information.

Jeff

From: Tara Devine [mailto:tara@devine-strategies.com]
Sent: Thursday, May 18, 2017 3:12 PM
To: Ellen Riotto <ellen@southpark.la>
Cc: Jeffrey Chen <jeffrey.chen@oceanwideplaza.com>

Subject: Re: SPBID Renewal - Eligible Signer

Jeffrey:

SP is a renewing BID. The lot and frontage figures were carried over from the prior BID database, and were checked and verified by us, and by the City earlier this year. We took a quick look at the parcel again today, and they appear correct to us. If you have documentation that suggests our numbers are incorrect, we'd be happy to take a look at it and work with you to resolve any inaccuracy. Thanks!

P.S. It looks like there might have been plans to subdivide this parcel that were abandoned or put on hold? If there have been (recorded) land use changes that have not yet been captured by the Assessor's database, please let us know the nature of them, and provide documentation if possible so we may further investigate and advise.

On Thu, May 18, 2017 at 2:50 PM, Ellen Riotto <ellen@southpark.la> wrote:

Hi Jeff,

Still working on an answer to your first question, but see below for other answers.

Let me know if you still have questions and stay tuned for a reply re: #1.

From: Jeffrey Chen <jeffrey.chen@oceanwideplaza.com>
Date: Thursday, May 18, 2017 at 11:35 AM
To: Ellen Riotto <ellen@southpark.la>
Subject: RE: SPBID Renewal - Eligible Signer

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2				\$ 39,779.16
3				
4				

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Thank you for your help!

Regards,

Jeff

From: Ellen Riotto [mailto:ellen@southpark.la]

Sent: Thursday, May 18, 2017 10:39 AM

To: Jeffrey Chen <jeffrey.chen@oceanwideplaza.com>; Daniel Atwater <daniel.atwater@oceanwideplaza.com>; Justin Tsai <justin.tsai@oceanwideplaza.com>

Subject: Re: SPBID Renewal - Eligible Signer

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Date: Thursday, May 18, 2017 at 10:36 AM
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Hi Ellen,

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Best,

Ellen

Ellen Riotto

Interim Executive Director



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ellen@southpark.la | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

From: Daniel Atwater <daniel.atwater@oceanwideplaza.com>

Date: Monday, May 15, 2017 at 4:01 PM

To: Ellen Riotto <ellen@southpark.la>

Cc: Wallis Locke <wallis@southpark.la>, Katie Kiefer <katie@southpark.la>

Subject: RE: SPBID Renewal - Eligible Signer

Hi Ellen,

Thank you for sending this over and for the background. I have provided this to our direct internal contact and will facilitate expediting as best.

Best,

Daniel

Daniel Atwater

Senior Manager, Public Relations

T: [213.270.2839](tel:213.270.2839) ext. 6680

Email: daniel.atwater@oceanwideplaza.com

865 S. Figueroa St. Ste. 3150

Los Angeles, CA 90017

www.oceanwideplaza.com

Oceanwide Plaza LLC



From: Ellen Riotto [<mailto:ellen@southpark.la>]
Sent: Monday, May 15, 2017 11:45 AM
To: Daniel Atwater <daniel.atwater@oceanwideplaza.com>
Cc: Wallis Locke <wallis@southpark.la>; Katie Kiefer <katie@southpark.la>
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1. Cover Letter to property owners from me
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To: Ellen Riotto <ellen@southpark.la>
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Ellen,

It was good seeing you at the CCA Treasures event. As a reminder, here are the items that will assist in our review process.

+++

- SP BID 5 year plan (ideally including metrics, etc.)
- Your confidence of the petition passing (combined vote yes)
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Daniel

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Thanks Daniel! Really appreciate the help.

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From: Ellen Riotto [<mailto:ellen@southpark.la>]

Sent: Wednesday, May 10, 2017 3:16 PM

To: Daniel Atwater <daniel.atwater@oceanwideplaza.com>

Cc: Wallis Locke <wallis@southpark.la>; Katie Kiefer <katie@southpark.la>

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24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

Subject: Re: SPBID Renewal - Eligible Signer
Date: Thursday, May 18, 2017 at 3:12:23 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Jeffrey Chen
Attachments: image002.png, image004.png, image006.png, image005.png, image001.png, image003.png

Jeffrey:

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Date: Wednesday, May 10, 2017 at 4:23 PM
To: Ellen Riotto <ellen@southpark.la>
Cc: Wallis Locke <wallis@southpark.la>, Katie Kiefer <katie@southpark.la>
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Sent: Wednesday, May 10, 2017 3:16 PM

To: Daniel Atwater <daniel.atwater@oceanwideplaza.com>

Cc: Wallis Locke <wallis@southpark.la>; Katie Kiefer <katie@southpark.la>

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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: South Park Petition Count

Date: Thursday, May 18, 2017 at 8:53:10 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

CC: Mario Montez

Ellen -

No. Our database copy is current, and the petitions as well (unless a new owner was recorded in the last six weeks or so.) Mario's copy probably has some out of date owner and mailing info. Here's why....

Mario --

I believe you were cc'd on my emails with Dennis earlier this week. I wasn't sure if Ed had already told him or not, so I shared that we had pulled and replaced the current owner name and mailing info for every single parcel in the BID about six or so weeks ago. We wanted to be as current as possible going into petition. I asked Dennis if he wanted the current copy, and he said to hold off. I can forward that email if needed. I can also send our copy of the database with all the updated owner names and mailing info if you or Dennis change your mind - just let me know.

Tara

On Thu, May 18, 2017 at 5:14 PM, Ellen Riotto <ellen@southpark.la> wrote:

Thanks for clarifying.

Tara, do we need to create new petitions?

From: Mario Montez <mario.montez@lacity.org>

Date: Thursday, May 18, 2017 at 5:11 PM

To: Ellen Riotto <ellen@southpark.la>

Subject: Re: South Park Petition Count

Ellen,

Hill Corner Group was counted but our database still has the old owner Farias, Laura. Also, Olive Investment Group was counted but our database still has old owner Cityview Olive Hill Partners. See spreadsheet column "Petition Comments" for new owners shaded in yellow.

On Thu, May 18, 2017 at 4:59 PM, Ellen Riotto <ellen@southpark.la> wrote:

Hill Corner Group was also missing. See attached.

From: Mario Montez <mario.montez@lacity.org>

Date: Thursday, May 18, 2017 at 4:43 PM

To: Ellen Riotto <ellen@southpark.la>

Subject: Re: South Park Petition Count

Ellen,

I couldn't find what accounted for the discrepancy, so I'm sending you a copy of our spreadsheet. Please note that our spreadsheet calculates the yes % by summing up all the property owner parcels that have a 'Y' entry in the "Petition Yes" column.

Thanks

Mario

On Thu, May 18, 2017 at 3:33 PM, Ellen Riotto <ellen@southpark.la> wrote:

Thank you for the update, Mario. My calculations show 10.53% as of yesterday. Attached is my analysis. Can you please tell me where I'm off?

Best,

Ellen

From: Mario Montez <mario.montez@lacity.org>
Date: Thursday, May 18, 2017 at 2:57 PM
To: Ellen Riotto <ellen@southpark.la>
Subject: South Park Petition Count

Ellen,

Just want to let you know that the updated South Park petition count is now **10.44%**. This includes all petitions you've sent in as of this afternoon.

Thanks

Mario

Subject: Re: South Park BID

Date: Thursday, May 18, 2017 at 8:41:22 PM Pacific Daylight Time

From: Tara Devine

To: Robin Bieker

CC: Ellen Riotto

Please ask Sauli/new owner to review these and let us know if information is not accurate. There have definitely been some very recent parcel changes on some of these, and some may be partially incomplete in being recorded. ZIMAS (whose data lags Assessor's a bit) doesn't even reflect the new parcel #s.

Depending on what is incorrect, I can advise how to proceed, but most corrections must be done by the property owner contacting the LA County Assessor to resolve.

5139-022-003 Morrison Hotel LLC
1220 S Hope
Bldg: 9300 sf
Lot: 9360 sf
Frontage: 60 lf

5139-022-004 Morrison Hotel LLC
1224 S Hope
Bldg: 7750 sf
Lot: 7800 sf
Frontage: 50 lf

From what we can tell after investigating: In early 2017, 5139-022-016 was altered (was an L shaped parcel - now a rectangle) - the rectangle part is now "020" and the remaining part of the "L" was merged with another parcel to become "021". The strange thing is that -021 seems to have recently vanished (since we last pulled data less than two months ago.)

5139-022-020 Pico Venture Ltd LLC
1240 S Hope
Bldg: 15500 sf
Lot: 15589 sf
Frontage: 100 lf

5139-022-021 Pico Venture Ltd LLC
Bldg: 0 sf
Lot: 9470 sf
Frontage: 66 lf

For -021, the above is what we pulled not long ago. We're trying to figure this one out. The parcel existed when we last pulled data, but now the Assessor's website says this AIN is found. We'll continue to investigate, but if the owner can shed any light on this, great.

On Thu, May 18, 2017 at 11:42 AM, Robin Bieker <robin@biekerco.com> wrote:

Thank you Tara

From: Tara Devine [mailto:tara@devine-strategies.com]

Sent: Thursday, May 18, 2017 11:31 AM

To: Ellen Riotto

Cc: Robin Bieker

Subject: Re: South Park BID

I need a little extra time on this one. It appears that Sauli is correct and the -016 parcel is pending delete for replacement.

I hope to have a full reply by the end of the day. Stay tuned.

On Wed, May 17, 2017 at 11:25 PM, Ellen Riotto <ellen@southpark.la> wrote:

Thanks for this breakdown, Tara.

Ellen Riotto

Interim Executive Director

South Park BID

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o. [213-663-1112](tel:213-663-1112)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

On May 17, 2017, at 8:29 PM, Tara Devine <tara@devine-strategies.com> wrote:

I can look into this tomorrow and furnish the bldg, lot and frontage #s for each parcel so Sauli can let me know if they are correct or not.

If he thinks the lot, bldg or frontage are incorrect, I have to refer him to the Assessor to get those corrected. We take lot and bldg straight from the Assessor, and we calculate frontage from Assessor maps. We can recalculate frontage with a new Assessor map if appropriate.

If the changes Sauli mentions have not been recorded, we handle as follows:

1) Lot, bldg, frontage - I have to send him to Assessor first.

2) Owner name change - I can regenerate the petition with any name under the sun, but unless it is accompanied by AND exactly matches the name of a new owner on a deed or fully executed set of closing docs, the Clerk will reject it.

Let me know if that is not clear. I'll investigate those APNs in the morning.

On May 17, 2017 6:40 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Tara,

Please see below for request from Sauli. Is this something you can do tomorrow?

Thanks

Ellen

Ellen Riotto

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Sent from my iPhone

Begin forwarded message:

From: Robin Bieker <robin@biekerco.com>
Date: May 17, 2017 at 6:22:58 PM PDT
To: 'Sauli Danpour' <sauid@xyvest.com>
Cc: 'Ellen Riotto' <ellen@southpark.la>
Subject: RE: South Park BID

Sauli,

Thanks for getting back to me. I have copied Ellen on this email.

Ellen,

If you are able to make the changes please do and get them back to Sauli and please go direct and copy me and I will follow up.

Thanks.

Robin Bieker

From: Sauli Danpour [<mailto:sauid@xyvest.com>]
Sent: Wednesday, May 17, 2017 4:33 PM
To: Robin Bieker
Subject: Re: South Park BID

Robin,

Since Ellen's email to the property owners I have been looking for the petitions, but never got them. Thanks for emailing. But they have to be redone as follows...

New owner of 1220 S Hope Street (APN #5139-022-003), 1224 S Hope Street (APN #5139-022-004) and 1240 S Hope Street (APN #5139-022-020, formerly APN #5139-

022-016) is Morrison Hotel LLC. Keep in mind that the parcel for 1240 S Hope Street was reduced in size to fit the perimeter of the building only. So an adjustment needs to be made to the percentage and the assessment. You can send those petitions to me and I'll get Richard to sign them.

I remain the owner of 1246 S Hope Street (APN #5139-022-006), and 427 W Pico Blvd. (APN #5139-022-021, formerly APN #5139-022-017)... 427 W Pico is now a larger parcel based on the adjustment mentioned above for 1240 S Hope Street.

Sauli

At 01:53 PM 5/17/2017, you wrote:

Sauli,

Petitions have been mailed out for BID renewal but we are trying to achieve the 51% threshold by this Friday in order to avoid manual billing. If you could please take a look at the attached and sign, scan and send back that would be great. Please call if you have any questions.

Thanks.

Robin Bieker

Subject: Re: South Park BID

Date: Thursday, May 18, 2017 at 4:09:11 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

Ran out of time to get to this one, but will respond sometime late tonight -- after 7.

On May 18, 2017 11:34 AM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thank you.

From: Tara Devine <tara@devine-strategies.com>

Date: Thursday, May 18, 2017 at 11:31 AM

To: Ellen Riotto <ellen@southpark.la>

Cc: Robin Bieker <robin@biekerco.com>

Subject: Re: South Park BID

I need a little extra time on this one. It appears that Sauli is correct and the -016 parcel is pending delete for replacement. I hope to have a full reply by the end of the day. Stay tuned.

On Wed, May 17, 2017 at 11:25 PM, Ellen Riotto <ellen@southpark.la> wrote:

Thanks for this breakdown, Tara.

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

On May 17, 2017, at 8:29 PM, Tara Devine <tara@devine-strategies.com> wrote:

I can look into this tomorrow and furnish the bldg, lot and frontage #s for each parcel so Sauli can let me know if they are correct or not.

If he thinks the lot, bldg or frontage are incorrect, I have to refer him to the Assessor to get those corrected. We take lot and bldg straight from the Assessor, and we calculate frontage from Assessor maps. We can recalculate frontage with a new Assessor map if appropriate.

If the changes Sauli mentions have not been recorded, we handle as follows:

1) Lot, bldg, frontage - I have to send him to Assessor first.

2) Owner name change - I can regenerate the petition with any name under the sun, but unless it is accompanied by AND exactly matches the name of a new owner on a deed or fully executed set of closing docs, the Clerk will reject it.

Let me know if that is not clear. I'll investigate those APNs in the morning.

On May 17, 2017 6:40 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Tara,

Please see below for request from Sauli. Is this something you can do tomorrow?

Thanks

Ellen

Ellen Riotto

Interim Executive Director

South Park BID

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Sent from my iPhone

Begin forwarded message:

From: Robin Bieker <robin@biekerco.com>

Date: May 17, 2017 at 6:22:58 PM PDT

To: 'Sauli Danpour' <saulid@xyvest.com>

Cc: 'Ellen Riotto' <ellen@southpark.la>

Subject: RE: South Park BID

Sauli,

Thanks for getting back to me. I have copied Ellen on this email.

Ellen,

If you are able to make the changes please do and get them back to Sauli and please go direct and copy me and I will follow up.

Thanks.

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Robin Bieker

Subject: Re: South Park BID

Date: Thursday, May 18, 2017 at 11:31:10 AM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

CC: Robin Bieker

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Thanks.

Robin Bieker

Subject: Re: "Property Owner's Name"?
Date: Thursday, May 18, 2017 at 2:45:27 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
Attachments: image001.png

In a meeting - I think I just missed a call from you.
The Property Owner's Name is, specifically the legal owner of record with the County Assessor.
I believe the Assessor requires this to match the name on the property title.

So the owner may be a corporation, an LLC, an LP, an individual, etc.

On Thu, May 18, 2017 at 2:41 PM, Ellen Riotto <ellen@southpark.la> wrote:

Quick question for you:

The first field on the petition is called "Property Owner's Name" is this the LLC or the name of the person who is signing?

Thanks!

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: South Park BID - Renewal

Date: Wednesday, May 17, 2017 at 11:36:09 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

I just sent responses. I asked because I notice another small unit/parcel with a c/o line: c/o Holland Partner Apex. The owner listed is 901 SOUTH FLOWER UNIT 304 LLC and the assessment is small, but...

That made me wonder if they had any other properties of their own or in partnership with others...which is not uncommon in DTLA.

On Wed, May 17, 2017 at 11:25 PM, Ellen Riotto <ellen@southpark.la> wrote:

No, this is their only property. Thank you!

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

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Sent from my iPhone

On May 17, 2017, at 8:33 PM, Tara Devine <tara@devine-strategies.com> wrote:

Before I respond, do they own anything other than Apex (900 S Fig?)

I can answer these questions, although I will have to explain I can't give a hard 5-yr total (will explain max 5% increase per year but decided annually by Board.)

I will try to do this tonight if I can.

On May 17, 2017 5:18 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Please see below for questions from Apex (**900 SOUTH FIGUEROA ST APTS**)

Would so appreciate your help with this reply this evening.

Thank you!

From: "brady.stern@ubs.com" <brady.stern@ubs.com>
Date: Wednesday, May 17, 2017 at 5:14 PM
To: Ellen Riotto <ellen@southpark.la>, "rtrainor@allresco.com" <rtrainor@allresco.com>
Cc: "matt.wilson@ubs.com" <matt.wilson@ubs.com>, "nick.vansell@ubs.com" <nick.vansell@ubs.com>, "dpandika@allresco.com" <dpandika@allresco.com>
Subject: RE: South Park BID - Renewal

Hi Ellen,

Thanks for reaching out. Initial questions:

- What is our current expense annually?

- Are the proposed expenses per APN annual, or over the 5-year term of the agreement? Can you please provide a consolidated annual total expense for the building in the new budget?

- It looks like we the proposal is charging us on a per unit basis. My understanding is that while Apex is condo mapped, it is being operated as an apartment building, not residential condominiums. Can you please provide context here? How does this compare to the structure with WaterMarke tower and other neighboring apartment buildings?

- How many APNs does Apex have and how many APNs are reflected in the BID? Is the voting dependent on majority of APN votes?

My colleagues might have additional questions, but answering the above will allow us to have an informed discussion on how to move forward. We will plan to have an answer back to you by week's end. Thanks

Brady Stern

Asset Management | UBS Realty Investors LLC

455 Market Street, Suite 1000 | San Francisco, CA 94105

Direct: [415-538-4834](tel:415-538-4834)

From: Ryan Trainor [mailto:rtrainor@allresco.com]
Sent: Wednesday, May 17, 2017 4:22 PM
To: Stern, Brady
Cc: Wilson, Matt; Vansell, Nick; Diego Pandika; ellen@southpark.la
Subject: FW: South Park BID - Renewal

Good Afternoon Brady,

I hope all is well. I am forwarding an email received from the South Park Business Improvement District. Attached within the email are the petitions to push forward the ballot initiative to extend their service for the next 5 years and additional information regarding the renewal. Ideally, if APEX will be signing the petitions, the South Park BID would like to have them back by this Friday, the 19th, however, the actual deadline for submittal to the city is April 22nd. To be clear, the petitions will not in of themselves extend the service, however, they are a preliminary measure to have the extension added to the ballot for a final vote in the future. I have included Ellen Riotto on this email as she has offered to make herself available for any questions related to the petitions. If I can be of further assistance in any way, please do not hesitate to reach out.

Best,

RYAN TRAINOR | BUSINESS MANAGER

APEX

900 S. FIGUEROA ST. | LOS ANGELES, CA 90015

PH: [213.239.0663](tel:213.239.0663) | FAX: [213.239.5645](tel:213.239.5645)

<[IMAGE001.GIF](#)>

From: Ellen Riotto [mailto:ellen@southpark.la]
Sent: Tuesday, May 16, 2017 12:54 PM
To: Ryan Trainor <rtrainor@allresco.com>
Subject: South Park BID - Renewal

Hi Ryan,

We've not yet had the chance to meet. My name is Ellen Riotto and I am the Interim Executive Director of the South Park Business Improvement District. As you might already know, the BID is in the process of renewing for the next five years. As part of this process, property owners are given the opportunity to vote on whether or not they'd like to continue to fund the BID services. Phase 1 is the Petition, which were mailed out today. We're trying to expedite the process of collecting signed petitions, and I'm reaching out now to ask for your support. To learn more about renewal, please feel free to reach out to me directly, or visit our [FAQ page online](#)

Attached you will find the petitions for all APEX APNs. Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19th. Signed petitions can be scanned and emailed to me directly.**

I've also attached the Renewal Packet, which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

I'm happy to jump on a call to discuss this further should you have specific questions.

Thank you in advance for your help!

Ellen Riotto

Interim Executive Director

<image002.png>

South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. [213.663.1112](tel:213.663.1112) | c. [401.439.8147](tel:401.439.8147)

southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: 866-560-9346
--

Subject: Re: FW: South Park BID - Renewal
Date: Wednesday, May 17, 2017 at 11:32:31 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
Attachments: image001.gif, image002.png

#1

Owner: 900 SOUTH FIGUEROA APTS
271 parcels
\$91,101.78
Owner: 900 SOUTH FIGUEROA ST PAD
1 parcel
\$7,442.99
Owner: 900 SOUTH FIGUEROA STREET
3 parcels
\$3,295.43

All of the above are c/o Ryan LLC and have same owner mailing address.
Grand total for the three owners above: \$101,840.20 (275 parcels)

#2

The costs above are annual. Each fall, the Board will consider and vote on whether or not to increase assessments for the coming year. They cannot approve any increase of more than 5% per year, but they may also decide on no increase. I cannot calculate the annual cost for years 2-5 of the BID because those decisions lie in the future, but the total assessment cannot increase by more than 5%. BID Boards are comprised of property owners, who are generally not inclined to raise assessments any more than necessary to cover COLA or unforeseeable increases in costs. One such example was LA's recent minimum wage increase. BIDs approved several years before the proposed and later approved increase had not budgeted for those costs; some found savings elsewhere, but many did have to raise assessments to cover it.

#3

900 S Figueroa is recorded as condos, and therefore assessed as condos. We assess based on the way the property is recorded, as assessments are based on Assessor data. There appear to be a small number of properties in South Park that recorded their condos but did not sell them, but without more information, it is hard to say. We'd have to survey to find out which recorded-as-condo buildings are not operated as such.

#4

The number of APNs in Apex are outlined above, if we have the correct understanding of which owners (3 different owner names) comprise the Apex development. If you think there might be other owner names within the building envelope please advise me so I can identify those as well. There are currently 2044 APNs in the BID (South Park + South Park II as they are renewing together and becoming one BID called South Park.) A successful petition drive requires us to collect petitions from owners who represent 50% +\$1 of the total assessments for the entire district. In the renewing BID, the total assessments are \$2,487,766.44, so we need to collect petitions from owners who will pay \$1,243,884.22.

Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
645 West Ninth St.,#110-293
Los Angeles, CA 90015
310.430.5121
tara@devine-strategies.com

Making it easier for you with STRATEGIC CONSULTING SERVICES

Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

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Thank you!

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To: Ellen Riotto <ellen@southpark.la>, "rtrainor@allresco.com" <rtrainor@allresco.com>
Cc: "matt.wilson@ubs.com" <matt.wilson@ubs.com>, "nick.vansell@ubs.com" <nick.vansell@ubs.com>, "dpandika@allresco.com" <dpandika@allresco.com>
Subject: RE: South Park BID - Renewal

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APEX

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PH: [213.239.0663](tel:213.239.0663) | **FAX:** [213.239.5645](tel:213.239.5645)



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southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: FW: South Park BID - Renewal
Date: Wednesday, May 17, 2017 at 8:33:54 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
Attachments: image001.gif, image002.png

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To: Stern, Brady

Cc: Wilson, Matt; Vansell, Nick; Diego Pandika; ellen@southpark.la

Subject: FW: South Park BID - Renewal

Good Afternoon Brady,

I hope all is well. I am forwarding an email received from the South Park Business Improvement District. Attached within the email are the petitions to push forward the ballot initiative to extend their service for the next 5 years and additional information regarding the renewal. Ideally, if APEX will be signing the petitions, the South Park BID would like to have them back by this Friday, the 19th, however, the actual deadline for submittal to the city is April 22nd. To be clear, the petitions will not in of themselves extend the service, however, they are a preliminary measure to have the extension added to the ballot for a final vote in the future. I have included Ellen Riotto on this email as she has offered to make herself available for any questions related to the petitions. If I can be of further assistance in any way, please do not hesitate to reach out.

Best,

APEX

900 S. FIGUEROA ST. | LOS ANGELES, CA 90015

PH: [213 239 0663](tel:2132390663) | FAX: [213 239 5645](tel:2132395645)



From: Ellen Riotto [<mailto:ellen@southpark.la>]
Sent: Tuesday, May 16, 2017 12:54 PM
To: Ryan Trainor <rtrainor@allresco.com>
Subject: South Park BID - Renewal

Hi Ryan,

We've not yet had the chance to meet. My name is Ellen Riotto and I am the Interim Executive Director of the South Park Business Improvement District. As you might already know, the BID is in the process of renewing for the next five years. As part of this process, property owners are given the opportunity to vote on whether or not they'd like to continue to fund the BID services. Phase 1 is the Petition, which were mailed out today. We're trying to expedite the process of collecting signed petitions, and I'm reaching out now to ask for your support. To learn more about renewal, please feel free to reach out to me directly, or visit our [FAQ page online](#)

Attached you will find the petitions for all APEX APNs. Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19th. Signed petitions can be scanned and emailed to me directly.**

I've also attached the Renewal Packet, which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

I'm happy to jump on a call to discuss this further should you have specific questions.

Thank you in advance for your help!

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: Fwd: South Park BID

Date: Wednesday, May 17, 2017 at 8:29:38 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

CC: Robin Bieker

I can look into this tomorrow and furnish the bldg, lot and frontage #s for each parcel so Sauli can let me know if they are correct or not.

If he thinks the lot, bldg or frontage are incorrect, I have to refer him to the Assessor to get those corrected. We take lot and bldg straight from the Assessor, and we calculate frontage from Assessor maps. We can recalculate frontage with a new Assessor map if appropriate.

If the changes Sauli mentions have not been recorded, we handle as follows:

- 1) Lot, bldg, frontage - I have to send him to Assessor first.
- 2) Owner name change - I can regenerate the petition with any name under the sun, but unless it is accompanied by AND exactly matches the name of a new owner on a deed or fully executed set of closing docs, the Clerk will reject it.

Let me know if that is not clear. I'll investigate those APNs in the morning.

On May 17, 2017 6:40 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Tara,

Please see below for request from Sauli. Is this something you can do tomorrow?

Thanks

Ellen

Ellen Riotto
Interim Executive Director
South Park BID
1100 S Flower St, Suite #3400, Los Angeles, CA 90015
o. [213-663-1112](tel:213-663-1112)
c. [401-439-8147](tel:401-439-8147)
24/7: [866-560-9346](tel:866-560-9346)
Sent from my iPhone

Begin forwarded message:

From: Robin Bieker <robin@biekerco.com>
Date: May 17, 2017 at 6:22:58 PM PDT
To: 'Sauli Danpour' <sauid@xyvest.com>
Cc: 'Ellen Riotto' <ellen@southpark.la>
Subject: RE: South Park BID

Sauli,

Thanks for getting back to me. I have copied Ellen on this email.

Ellen,

If you are able to make the changes please do and get them back to Sauli and please go direct and copy me and I will follow up.

Thanks.

Robin Bieker

From: Sauli Danpour [<mailto:saulid@xyvest.com>]
Sent: Wednesday, May 17, 2017 4:33 PM
To: Robin Bieker
Subject: Re: South Park BID

Robin,

Since Ellen's email to the property owners I have been looking for the petitions, but never got them. Thanks for emailing. But they have to be redone as follows...

New owner of 1220 S Hope Street (APN #5139-022-003), 1224 S Hope Street (APN #5139-022-004) and 1240 S Hope Street (APN #5139-022-020, formerly APN #5139-022-016) is Morrison Hotel LLC. Keep in mind that the parcel for 1240 S Hope Street was reduced in size to fit the perimeter of the building only. So an adjustment needs to be made to the percentage and the assessment. You can send those petitions to me and I'll get Richard to sign them.

I remain the owner of 1246 S Hope Street (APN #5139-022-006), and 427 W Pico Blvd. (APN #5139-022-021, formerly APN #5139-022-017)... 427 W Pico is now a larger parcel based on the adjustment mentioned above for 1240 S Hope Street.

Sauli

At 01:53 PM 5/17/2017, you wrote:

Sauli,

Petitions have been mailed out for BID renewal but we are trying to achieve the 51% threshold by this Friday in order to avoid manual billing. If you could please take a look at the attached and sign, scan and send back that would be great. Please call if you have any questions.

Thanks.

Robin Bieker

Subject: Re: 1500 Grand

Date: Wednesday, May 17, 2017 at 8:22:06 PM Pacific Daylight Time

From: Tara Devine

To: Nusbaum, Nate - CHMC

CC: Ellen Riotto

You're welcome, Nate. Please let me know if you have other questions once you have a chance to discuss.

On May 17, 2017 7:03 PM, "Nusbaum, Nate - CHMC" <Nate.Nusbaum@dignityhealth.org> wrote:

Thank you for this info I plan to discuss it with Mercy Housing.

Nathan R. Nusbaum
President

**California Hospital
Medical Center Foundation
A Dignity Health Member**
1401 S. Grand Avenue
Los Angeles, CA 90015
[213.742.5836](tel:213.742.5836)
[213.742.5875](tel:213.742.5875) (fax)
Nate.Nusbaum@DignityHealth.org

Caution: The information contained in this email may be privileged and confidential and protected from disclosure. If you are not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this email is strictly prohibited. If you have received this email in error, kindly notify the sender immediately by reply email and then delete this email. Thank you.

On May 17, 2017, at 3:40 PM, Tara Devine <tara@devine-strategies.com> wrote:

Dignityhealth.org made the following annotations

STOP, THINK, READ. This is an external email. Exercise extra caution responding to it, opening attachments and following links.

So...I am only able to verify the assessment for that parcel and related Assessor information. I would not be able to determine if or how property taxes are being apportioned for a joint ownership. If you have a dispute with Assessor data, I can help by providing their form for address changes, and/or explain the process to request other data changes, but I cannot DO any of that for a property owner.

So here's what I can tell you.

For [5134021016](#), the Assessor has the following data:

1st Owner Assessee Name: Dignity Health Lessor

1st Owner Name Overflow: Mercy Housing Calif XIX LSEE

Property tax bills are going here:

C/O Kim D Portello

1500 S Grand, Unit 100, LA, CA 90015

I do not know how the property taxes or BID assessment are paid/apportioned. The BID assessment will be sent to the same owner/address. I do know that some partnerships internally apportion assessments/property taxes among responsible parties in

accordance with various partnership agreements or leases.

Please let me know if I misunderstood your question/inquiry.

On Wed, May 17, 2017 at 3:23 PM, Ellen Riotto <ellen@southpark.la> wrote:

Hi Tara,

Please see below for Nate's comment regarding 1500 S Grand. From the database I see Mercy Housing Calif XIX LSEE listed as Owner 1 overflow. Does that mean they have a separate petition for their portion? I don't see them listed as OWNER 1 in the database...

[5134021016](#)

4

1

MFR

1500 S GRAND AVE

DIGNITY HEALTH

From: "Nusbaum, Nate - CHMC" <Nate.Nusbaum@DignityHealth.org>

Date: Wednesday, May 17, 2017 at 3:08 PM

To: Ellen Riotto <ellen@southpark.la>

Subject: 1500 Grand

Hi Ellen,

Part of 1500 is our pre-school which is a very small space. The rest of it which is rather large belongs to Mercy Housing. I would encourage you to look into this and make sure everything is registered properly.

Nat

Nathan R. Nusbaum

President

California Hospital

Medical Center Foundation

A Dignity Health Member

1401 S. Grand Avenue

Los Angeles, CA 90015

[213.742.5836](tel:213.742.5836)

[213.742.5875](tel:213.742.5875) (fax)

Nate.Nusbaum@DignityHealth.org

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Subject: Re: 1500 Grand

Date: Wednesday, May 17, 2017 at 3:39:57 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

CC: Nusbaum, Nate - CHMC

So...I am only able to verify the assessment for that parcel and related Assessor information. I would not be able to determine if or how property taxes are being apportioned for a joint ownership. If you have a dispute with Assessor data, I can help by providing their form for address changes, and/or explain the process to request other data changes, but I cannot DO any of that for a property owner.

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C/O Kim D Portello

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[5134021016](#)

4

1

MFR

1500 S GRAND AVE

DIGNITY HEALTH LESSOR

From: "Nusbaum, Nate - CHMC" <Nate.Nusbaum@DignityHealth.org>

Date: Wednesday, May 17, 2017 at 3:08 PM

To: Ellen Riotto <ellen@southpark.la>

Subject: 1500 Grand

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Nathan R. Nusbaum

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Nate.Nusbaum@DignityHealth.org

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Subject: Re: Petitions by APN
Date: Wednesday, May 17, 2017 at 4:37:30 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Wallis Locke
Attachments: image001.png

You're welcome. I am truly sorry for the manual effort. There are components of what we do that are painstaking and manual rather than automated due to the limitations imposed by other parties/prior decisions, so I do empathize. One example is the City's non-dynamic petition form and its inherent limitations. Another is that we had to construct your database working from a 2012 version created by someone else. For some reason, that database could not provide data for the merge in DDE format, and since OLE returns the underlying data, and not what appears in the cell (e.g. raw numbers, pre-rounding)...we had to create new fields in the database to re-render both the assessments and % as text (so they weren't appearing on the petition with a dozen decimal points.) On the mail merge for the labels, we discovered that a slew of mailing address #s were appearing as zeros...and then realized that someone had input about a hundred or so address #s as TEXT rather than numbers. Word looked for a number in that field, and returned it as zero, because the address # was entered as text. We had to go back and correct that and redo that merge.

These were a few of the joys we encountered, and I hope explains why we can't turn a mail merge around in an hour. Mail merges with BID databases are always a pain, and I have learned they inevitably turn into 2-3 times the amount of time they should, in theory, take. Each one tends to present a couple of these types of challenges/extra steps.

On Wed, May 17, 2017 at 4:03 PM, Ellen Riotto <ellen@southpark.la> wrote:

Thanks for this research. At the rate we're going we'll be done in abt an hour. Not worth it.

Ellen Riotto
Interim Executive Director
South Park BID
1100 S Flower St, Suite #3400, Los Angeles, CA 90015
o. [213-663-1112](tel:213-663-1112)
c. [401-439-8147](tel:401-439-8147)
24/7: [866-560-9346](tel:866-560-9346)
Sent from my iPhone

On May 17, 2017, at 4:01 PM, Tara Devine <tara@devine-strategies.com> wrote:

Well-reviewed on CNET
http://download.cnet.com/A-PDF-Content-Splitter/3000-18483_4-75322048.html

LMK your thoughts.

On Wed, May 17, 2017 at 3:59 PM, Tara Devine <tara@devine-strategies.com> wrote:

There is also 3rd party software (that I have not used) that allows you to split PDFs based on user-defined criteria:
<http://www.a-pdf.com/content-splitter/>

Free trial version (not sure if it has full functionality) or \$79 license.

On Wed, May 17, 2017 at 3:55 PM, Tara Devine <tara@devine-strategies.com> wrote:

We had to sort by legal owner name in order to be able to combine the common ownerships/reduce the number of petitions/signature required for those who own multiple properties.

I see two possibilities:

I can regenerate it fairly easily without combining ownerships. A few dozen or so "individuals" petitions would be different - that's about the number of condo owners who own multiple condo units. Most of those who own multiples own 2-5 condos. The large subdivided buildings owned by one owner (900 S Fig. for example) would, however, now appear on up to 200+ separate petitions, and we can't feasibly recombine all of them. Overall, this approach would yield an undesirable number of individual petitions for those owners, or hours of painstaking manual work to combine ownerships that would now be non-adjacent in the new PDF....search, cut, paste, move, then return to delete the petition we took the other parcel data from, etc. I don't see this as a great approach and it's sure not fast.

I believe it's theoretically possible to use JavaScript to reorder pages in a PDF based on text within them, but I haven't done it before. I can generally teach myself anything, but I don't know how difficult it will be or how much time it might take to try/troubleshoot/verify it sorted correctly. In theory, though, this would generate accurate petitions since we would use the existing PDF. Let me know if you want me to devote an hour or so to this approach.

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St., #110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

tara@devine-strategies.com

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On Wed, May 17, 2017 at 3:34 PM, Ellen Riotto <ellen@southpark.la> wrote:

Hi Tara,

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Thanks,

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24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

Subject: Re: Petitions by APN
Date: Wednesday, May 17, 2017 at 4:01:10 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Wallis Locke
Attachments: image001.png

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http://download.cnet.com/A-PDF-Content-Splitter/3000-18483_4-75322048.html

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tara@devine-strategies.com

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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: Petitions by APN
Date: Wednesday, May 17, 2017 at 3:59:41 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Wallis Locke
Attachments: image001.png

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southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: Petitions by APN
Date: Wednesday, May 17, 2017 at 3:55:35 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Wallis Locke
Attachments: image001.png

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southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: Clerk Contact for Petition Submission & Validation
Date: Wednesday, May 17, 2017 at 3:09:45 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Wallis Locke, Katie Kiefer

Clerk has changed course :) Mario will be validating petitions. Please send all petitions daily (including any previously submitted) to:

mario.montez@lacity.org

On May 16, 2017 4:45 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thanks! We've received 14 so far we're at 7.36%

Slowly but surely...

From: Tara Devine <tara@devine-strategies.com>
Date: Tuesday, May 16, 2017 at 4:43 PM
To: Ellen Riotto <ellen@southpark.la>
Cc: Wallis Locke <wallis@southpark.la>, Katie Kiefer <katie@southpark.la>
Subject: Re: Clerk Contact for Petition Submission & Validation

BTW, great e-blast earlier today --
and very smart to offer your existing network a way to get their petition/packet electronically now!

On Tue, May 16, 2017 at 4:32 PM, Ellen Riotto <ellen@southpark.la> wrote:

Got it. Thank you.

From: Tara Devine <tara@devine-strategies.com>
Date: Tuesday, May 16, 2017 at 4:29 PM
To: Ellen Riotto <ellen@southpark.la>, Wallis Locke <wallis@southpark.la>, Katie Kiefer <katie@southpark.la>
Subject: Clerk Contact for Petition Submission & Validation

Clerk staff are not yet 100% sure who will be handling our petition submission and validation. It will probably be Garen, as Mario did not work on our database this time around. For now, Miranda has advised me that you should (scan and) email petitions to both Garen and his supervisor, Dennis. Please do this until or unless Miranda or Dennis direct you differently.

garen.yegparian@lacity.org
dennis.rader@lacity.org

The Clerk staff appreciate receiving a once-a-day batch in a single PDF until we are within the final few petitions required to meet the threshold - then they can be sent as received.

Please retain all original signed copies in your file. Thanks!

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St.,#110-293
Los Angeles, CA 90015

[310 430 5121](tel:3104305121)

tara@devine-strategies.com

Making it easier for you with STRATEGIC CONSULTING SERVICES

Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Re: Clerk Contact for Petition Submission & Validation

Date: Tuesday, May 16, 2017 at 4:43:38 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

CC: Wallis Locke, Katie Kiefer

BTW, great e-blast earlier today --
and very smart to offer your existing network a way to get their petition/packet electronically now!

On Tue, May 16, 2017 at 4:32 PM, Ellen Riotto <ellen@southpark.la> wrote:

Got it. Thank you.

From: Tara Devine <tara@devine-strategies.com>

Date: Tuesday, May 16, 2017 at 4:29 PM

To: Ellen Riotto <ellen@southpark.la>, Wallis Locke <wallis@southpark.la>, Katie Kiefer <katie@southpark.la>

Subject: Clerk Contact for Petition Submission & Validation

Clerk staff are not yet 100% sure who will be handling our petition submission and validation. It will probably be Garen, as Mario did not work on our database this time around. For now, Miranda has advised me that you should (scan and) email petitions to both Garen and his supervisor, Dennis. Please do this until or unless Miranda or Dennis direct you differently.

garen.yegparian@lacity.org

dennis.rader@lacity.org

The Clerk staff appreciate receiving a once-a-day batch in a single PDF until we are within the final few petitions required to meet the threshold - then they can be sent as received.

Please retain all original signed copies in your file. Thanks!

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

tara@devine-strategies.com

Making it easier for you with STRATEGIC CONSULTING SERVICES

Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Clerk Contact for Petition Submission & Validation

Date: Tuesday, May 16, 2017 at 4:29:57 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto, Wallis Locke, Katie Kiefer

Clerk staff are not yet 100% sure who will be handling our petition submission and validation. It will probably be Garen, as Mario did not work on our database this time around. For now, Miranda has advised me that you should (scan and) email petitions to both Garen and his supervisor, Dennis. Please do this until or unless Miranda or Dennis direct you differently.

garen.yegparian@lacity.org
dennis.rader@lacity.org

The Clerk staff appreciate receiving a once-a-day batch in a single PDF until we are within the final few petitions required to meet the threshold - then they can be sent as received.

Please retain all original signed copies in your file. Thanks!

Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
645 West Ninth St., #110-293
Los Angeles, CA 90015
310.430.5121
tara@devine-strategies.com

Making it easier for you with STRATEGIC CONSULTING SERVICES

Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Re: Your Petition Outreach

Date: Wednesday, May 17, 2017 at 2:51:27 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

CC: Shelby Jordan

Alternatively, we can regenerate the petition with the LLP name and submit it, but the City will reject/not validate it unless you also provide a copy of the deed or fully executed closing documents. A purchase and sale agreement, for example, will not suffice.

On May 17, 2017 2:47 PM, "Tara Devine" <tara@devine-strategies.com> wrote:

As of five weeks ago, data pulled directly by/from the Assessor reflects that APN [5138007070](#) is owned by LA Arena Land Co Inc so I would complete the petition as we generated it.

If you were talking about a different APN, please advise. The parcel above is the only one whose owner name precisely matches the name as you gave it to me.

Thanks!

On May 17, 2017 12:26 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

OK thanks. We'll wait for your recommendation.

From: Tara Devine <tara@devine-strategies.com>

Date: Wednesday, May 17, 2017 at 12:26 PM

To: Ellen Riotto <ellen@southpark.la>

Subject: Re: Fwd: Your Petition Outreach

Give me 45 minutes or so and I'll go I and check the APNs under that owner name, with the caveat that the City can access a slightly more current version of the Assessor data than we/public can, so a discrepancy is still possible.

On May 17, 2017 12:20 PM, "Tara Devine" <tara@devine-strategies.com> wrote:

The owner name on the petition is what was on record with the Assessor as of about 6-8 weeks ago.

It is possible that the LLC name has since been recorded in the system, in which case the City might kick it back for re - execution under the new LLC name. But that seems unlikely to me.

If we update the name now, and the Assessor has not updated the name in the system, the City will kick it back for re-execution.

In other words, property ownership is constantly in flux (as are land use changes) so the most defensible point for the City is to verify against the current formal record (currently available Assessor data.)

On May 17, 2017 7:59 AM, "Ellen Riotto" <ellen@southpark.la> wrote:

Hi tara

Please see below for Shelby's question.

Thanks

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

Begin forwarded message:

From: Shelby Jordan <sjordan@aegworldwide.com>

Date: May 17, 2017 at 6:27:46 AM PDT

To: Ellen Riotto <ellen@southpark.la>

Cc: Wallis Locke <wallis@southpark.la>, Katie Kiefer <katie@southpark.la>

Subject: RE: Your Petition Outreach

Ellen quick question. For "L A ARENA LAND CO INC" this is the former name of what is now LA Arena Land Company, LLC. Will it be an issue as it is now a LLC?

Thanks

Shelby Jordan
AEG

865 South Figueroa St., Suite 800

Los Angeles, CA 90017

P [\(213\) 337-4809](tel:(213)337-4809)

C [\(213\) 458-2735](tel:(213)458-2735)

From: Ellen Riotto [<mailto:ellen@southpark.la>]
Sent: Monday, May 15, 2017 11:09 AM
To: Shelby Jordan <sjordan@aegworldwide.com>
Cc: Wallis Locke <wallis@southpark.la>; Katie Kiefer <katie@southpark.la>
Subject: Your Petition Outreach

Shelby,

Please find attached the Renewal Packet and the Petitions you have claimed. Please email these petitions and the packet individually, accompanied by a phone call, and ask that they be signed by an eligible signer, scanned, and emailed back to me ASAP, but absolutely by Friday 5/19.

Thank you so much for your help and please let me know if you have any questions.

Best,

Ellen

Ellen Riotto
Interim Executive Director

Subject: Re: Your Petition Outreach
Date: Wednesday, May 17, 2017 at 2:47:32 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Shelby Jordan

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From: Tara Devine <tara@devine-strategies.com>
Date: Wednesday, May 17, 2017 at 12:26 PM
To: Ellen Riotto <ellen@southpark.la>
Subject: Re: Fwd: Your Petition Outreach

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In other words, property ownership is constantly in flux (as are land use changes) so the most defensible point for the City is to verify against the current formal record (currently available Assessor data.)

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Hi tara

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Thanks

Ellen Riotto

Interim Executive Director

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Sent from my iPhone

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From: Shelby Jordan <sjordan@aegworldwide.com>

Date: May 17, 2017 at 6:27:46 AM PDT

To: Ellen Riotto <ellen@southpark.la>

Cc: Wallis Locke <wallis@southpark.la>, Katie Kiefer <katie@southpark.la>

Subject: RE: Your Petition Outreach

Ellen quick question. For "L A ARENA LAND CO INC" this is the former name of what is now LA Arena Land Company, LLC. Will it be an issue as it is now a LLC?

Thanks

Shelby Jordan
AEG

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Los Angeles, CA 90017

P [\(213\) 337-4809](tel:(213)337-4809)

C [\(213\) 458-2735](tel:(213)458-2735)

From: Ellen Riotto [<mailto:ellen@southpark.la>]

Sent: Monday, May 15, 2017 11:09 AM

To: Shelby Jordan <sjordan@aegworldwide.com>

Cc: Wallis Locke <wallis@southpark.la>; Katie Kiefer <katie@southpark.la>

Subject: Your Petition Outreach

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Thank you so much for your help and please let me know if you have any questions.

Best,

Ellen

Ellen Riotto

Interim Executive Director

Subject: Re: Fwd: Your Petition Outreach

Date: Wednesday, May 17, 2017 at 12:26:04 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

Give me 45 minutes or so and I'll go I and check the APNs under that owner name, with the caveat that the City can access a slightly more current version of the Assessor data than we/public can, so a discrepancy is still possible.

On May 17, 2017 12:20 PM, "Tara Devine" <tara@devine-strategies.com> wrote:

The owner name on the petition is what was on record with the Assessor as of about 6-8 weeks ago.

It is possible that the LLC name has since been recorded in the system, in which case the City might kick it back for re - execution under the new LLC name. But that seems unlikely to me.

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Thanks

Ellen Riotto

Interim Executive Director

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c. [401-439-8147](tel:401-439-8147)

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Sent from my iPhone

Begin forwarded message:

From: Shelby Jordan <sjordan@aegworldwide.com>

Date: May 17, 2017 at 6:27:46 AM PDT

To: Ellen Riotto <ellen@southpark.la>

Cc: Wallis Locke <wallis@southpark.la>, Katie Kiefer <katie@southpark.la>

Subject: RE: Your Petition Outreach

Ellen quick question. For "L A ARENA LAND CO INC" this is the former name of what is now LA Arena Land Company, LLC. Will it be an issue as it is now a LLC?

Thanks

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865 South Figueroa St., Suite 800

Los Angeles, CA 90017

P ([213](tel:2133374809)) 337-4809

C ([213](tel:2134582735)) 458-2735

From: Ellen Riotto [<mailto:ellen@southpark.la>]

Sent: Monday, May 15, 2017 11:09 AM

To: Shelby Jordan <sjordan@aegworldwide.com>

Cc: Wallis Locke <wallis@southpark.la>; Katie Kiefer <katie@southpark.la>

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Interim Executive Director

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From: Tara Devine

To: Ellen Riotto

The owner name on the petition is what was on record with the Assessor as of about 6-8 weeks ago.

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Subject: RE: Your Petition Outreach

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Cc: Wallis Locke <wallis@southpark.la>; Katie Kiefer <katie@southpark.la>

Subject: Your Petition Outreach

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Thank you so much for your help and please let me know if you have any questions.

Best,

Ellen

Ellen Riotto

Interim Executive Director

Subject: Re: Missing Petition

Date: Tuesday, May 16, 2017 at 2:12:05 PM Pacific Daylight Time

From: Tara Devine

To: Katie Kiefer

CC: Ellen Riotto, Wallis Locke

See what I just sent and let me know what you prefer. I have to add it into my copy anyway so that I always have a current, accurate master. But if you prefer me to just send future revised petitions singly and you edit/maintain your own, that's fine with me, too.

On Tue, May 16, 2017 at 2:06 PM, Katie Kiefer <katie@southpark.la> wrote:

No need on master revision. I'll add it in to save us all time.

Katie Kiefer
South Park BID
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

On May 16, 2017, at 2:05 PM, Tara Devine <tara@devine-strategies.com> wrote:

Sorry about that! Here you go. It looks like when we deleted the duplicate Salvation Army petitions, we deleted one too many (this petition should have followed theirs.)
It is attached singly for convenience. I will send a revised Master file under separate cover.

On Tue, May 16, 2017 at 11:26 AM, Ellen Riotto <ellen@southpark.la> wrote:

Thank you.

From: Tara Devine <tara@devine-strategies.com>

Date: Tuesday, May 16, 2017 at 11:21 AM

To: Ellen Riotto <ellen@southpark.la>

Cc: Wallis Locke <wallis@southpark.la>, Katie Kiefer <katie@southpark.la>

Subject: Re: Missing Petition

Yes. It will be about 90 minutes or so unless I have access to my laptop.

On May 15, 2017 9:26 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Hi Tara,

We're missing a petition for APN [5139020060](#). Can you please create and send?

Thanks,

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

<SANDLER.pdf>

Subject: Re: Missing Petition
Date: Tuesday, May 16, 2017 at 2:04:55 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Wallis Locke, Katie Kiefer
Attachments: image001.png, SANDLER.pdf

Sorry about that! Here you go. It looks like when we deleted the duplicate Salvation Army petitions, we deleted one too many (this petition should have followed theirs.)
It is attached singly for convenience. I will send a revised Master file under separate cover.

On Tue, May 16, 2017 at 11:26 AM, Ellen Riotto <ellen@southpark.la> wrote:

Thank you.

From: Tara Devine <tara@devine-strategies.com>
Date: Tuesday, May 16, 2017 at 11:21 AM
To: Ellen Riotto <ellen@southpark.la>
Cc: Wallis Locke <wallis@southpark.la>, Katie Kiefer <katie@southpark.la>
Subject: Re: Missing Petition

Yes. It will be about 90 minutes or so unless I have access to my laptop.

On May 15, 2017 9:26 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Hi Tara,

We're missing a petition for APN [5139020060](#). Can you please create and send?

Thanks,

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: Missing Petition
Date: Tuesday, May 16, 2017 at 11:21:23 AM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Wallis Locke, Katie Kiefer
Attachments: image001.png

Yes. It will be about 90 minutes or so unless I have access to my laptop.

On May 15, 2017 9:26 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Hi Tara,

We're missing a petition for APN [5139020060](#). Can you please create and send?

Thanks,

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Updated Master Petition File
Date: Tuesday, May 16, 2017 at 2:10:06 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto, Wallis Locke, Katie Kiefer
Attachments: GREATER SOUTH PARK - MASTER PETITION FILE.pdf

The attached Master Petition File now contains the Sandler petition as well.
You may wish to overwrite the prior Master Petition file and replace it with this one.

I will resend the Master pretty frequently (after any significant number of petition edits.) We will periodically have more as we are informed of ownership and parcel changes and attempt to resolve them. I'll send updates via this thread so you can easily find the most current version if/when needed.

Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
645 West Ninth St., #110-293
Los Angeles, CA 90015
310.430.5121
tara@devine-strategies.com

Making it easier for you with STRATEGIC CONSULTING SERVICES
Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Re: Your Petition Outreach

Date: Tuesday, May 16, 2017 at 1:27:54 PM Pacific Daylight Time

From: Tara Devine

To: Katie Kiefer

CC: Ellen Riotto, Wallis Locke

Yes, thank you -- this has been in place for at least a decade. Both they and I have a copy of this information and are familiar with it. (We have to take this into account way back earlier in the process -- when we do the database.)

On Tue, May 16, 2017 at 12:44 PM, Katie Kiefer <katie@southpark.la> wrote:

Tara please refer to the attached LAUSD petition from SPII formation. They generated their own "BID Assessment Calculation" backup for the petition. This could be useful when connecting with them on signing.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Tara Devine <tara@devine-strategies.com>
Date: Tuesday, May 16, 2017 at 11:14 AM
To: Ellen Riotto <ellen@southpark.la>
Cc: Wallis Locke <wallis@southpark.la>, Katie Kiefer <katie@southpark.la>
Subject: Re: Your Petition Outreach

I'm on it. FYI, last year they declined to return both petitions and ballots (did not vote) citing budget reductions.

On May 15, 2017 6:24 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Good to know. Did you provide or should we follow up. If so, can you please share the contact info?

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

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c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

On May 15, 2017, at 4:51 PM, Tara Devine <tara@devine-strategies.com> wrote:

Done. FYI, they require full copies of MDP/ER to process.

On May 15, 2017 11:17 AM, "Ellen Riotto" <ellen@southpark.la> wrote:

Tara,

Thanks so much for the offer to help us track down the signature from LAUSD. Please find attached the Petition Packet and the individual Petition for LAUSD. We're trying to collect these signatures by Friday. Please let us know if there's anything we can do to help obtain this signature.

Thank you again,

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

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southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: Your Petition Outreach

Date: Tuesday, May 16, 2017 at 11:14:34 AM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

CC: Wallis Locke, Katie Kiefer

I'm on it. FYI, last year they declined to return both petitions and ballots (did not vote) citing budget reductions.

On May 15, 2017 6:24 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Good to know. Did you provide or should we follow up. If so, can you please share the contact info?

Ellen Riotto
Interim Executive Director
South Park BID
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c. [401-439-8147](tel:401-439-8147)
24/7: [866-560-9346](tel:866-560-9346)
Sent from my iPhone

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Ellen Riotto

Interim Executive Director

<image001.png>

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southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

Subject: Re: Your Petition Outreach
Date: Monday, May 15, 2017 at 4:51:53 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Wallis Locke, Katie Kiefer
Attachments: image001.png

Done. FYI, they require full copies of MDP/ER to process.

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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: 900 SOUTH FIGUEROA ST APTS
Date: Monday, May 15, 2017 at 4:42:14 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Wallis Locke, Katie Kiefer
Attachments: image001.png

The way we did it is the way it has been accepted in the past and the way I know the City will accept/validate. If the City will accept it in a format that requires a single signature for those several hundred parcels, I will gladly regenerate it differently.

I suspect the City will not accept a single signature on one page for all the parcels shown on multiple pages (as they want to be very certain that the owner has reviewed all assessments and is aware of the full total.) But I'd love to be wrong!

I do realize this is a unique pain for the owner. This owner is fairly unique in that they subdivided and recorded the tract map and have a very large unit count...but they went rental instead of selling. I believe there are one or two other buildings like that in the renewed BID but both are substantially smaller (recorded condos/APNs that were never sold and were retained by a single owner.)

If the City will not accept it in the manner you suggest, one way to mitigate the burden would be to pre-complete some of the fields for the owner before they sign.

On May 15, 2017 2:10 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Hi Tara,

APEX apartments (900 SOUTH FIGUEROA ST APTS) has 271 APNs all under the same owner name, but for some reason, there are 46 separate petitions. Any chance you can create a new petition with all 271 APNs on one document so ownership only has to fill out one petition?

Thanks,

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: Petition mailing labels

Date: Monday, May 15, 2017 at 4:27:54 PM Pacific Daylight Time

From: Tara Devine

To: Katie Kiefer

CC: Robert Buente, Ellen Riotto

So, properties get recorded at different times and people frequently don't update the property info promptly...and also the Assessor inputs information inconsistently into their own system.

I have no special means to discern which is better to use (or more current/correct) but if it's a choice between a person or a label as you suggest below, I'd go with the one that lists a specific person.

On May 15, 2017 12:42 PM, "Katie Kiefer" <katie@southpark.la> wrote:

Understood on duplicate labels.

When "care of" or "ATT" lists different names, how do you recommend we select the correct label to use for sending? IE: 1045 Olive LLC lists "c/o Crescent Heights" and "ATTN Michael Scheitelman"

The team is plugging away to get petitions mailed out today. THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Tara Devine <tara@devine-strategies.com>

Date: Monday, May 15, 2017 at 7:47 AM

To: Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>

Cc: Robert Buente <bbuente@1010dev.org>

Subject: Petition mailing labels

The labels appear in the same order as the petitions do.

If you did not already receive the petition file, please advise me ASAP.

For the petitions, we were able to combine all common ownerships (note: we only combine where owner name is IDENTICAL.) For example, there are 2,044 parcels in the district; we ended up with 1,435 petitions. (NOTE: many owners own properties under multiple ownership names/name variants.)

We did not have quite enough time to remove duplicates from the mailing label sheet (there is a mailing label for all 2,044 APNs. Normally we do remove the duplicates, but it seemed more important to get the materials to you ASAP than to take longer to conserve 600 labels.

Subject: Petition mailing labels
Date: Monday, May 15, 2017 at 7:47:51 AM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto, Katie Kiefer
CC: Robert Buente
Attachments: Petition Packet Mailing Labels.docx

The labels appear in the same order as the petitions do.
If you did not already receive the petition file, please advise me ASAP.

For the petitions, we were able to combine all common ownerships (note: we only combine where owner name is IDENTICAL.) For example, there are 2,044 parcels in the district; we ended up with 1,435 petitions. (NOTE: many owners own properties under multiple ownership names/name variants.)

We did not have quite enough time to remove duplicates from the mailing label sheet (there is a mailing label for all 2,044 APNs. Normally we do remove the duplicates, but it seemed more important to get the materials to you ASAP than to take longer to conserve 600 labels.

Subject: Master petition file
Date: Monday, May 15, 2017 at 7:03:35 AM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto, Katie Kiefer
CC: Robert Buente
Attachments: GREATER SOUTH PARK - MASTER PETITION FILE.pdf

Attached. Kindly confirm receipt - it's a large file.

Subject: Accepted: Petition Mtg w Tara @ Fri May 12, 2017 2pm - 4pm (PDT) (Ellen Riotto)
Date: Thursday, May 11, 2017 at 5:12:09 PM Pacific Daylight Time
From: Tara Devine (sent by Google Calendar <calendar-notification@google.com>)
To: Ellen Riotto
Attachments: invite.ics

Tara Devine has accepted this invitation.

Petition Mtg w Tara

When Fri May 12, 2017 2pm – 4pm Pacific Time

Calendar Ellen Riotto

Who

- Ellen Riotto - organizer
- Tara Devine - creator
- Wallis Locke
- Katie Kiefer

Invitation from [Google Calendar](#)

You are receiving this courtesy email at the account ellen@southpark.la because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at <https://www.google.com/calendar/> and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. [Learn More](#).

Subject: Re: Petition packet preparation - Instructions, Part I
Date: Thursday, May 11, 2017 at 4:06:09 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Robert Buente, Katie Kiefer

You have 95% of the BID's total printing and preparation work under your control now. We prioritized those documents because they take considerable time to print. I appreciate the priority you have given to completing this work.

In light of our cumulative client responsibilities and deadlines, our best commitment we can make is to work over the weekend in order to help you get accurate petitions/labels asap.

Once complete, printing the petition file and labels should only take the BID an hour or two. In the meantime, the BID can continue working on all other printing and assembly.

I haven't seen an appointment yet, but I assume we are still confirmed to meet tomorrow at 2 pm at your office?

Tara

On May 11, 2017 1:39 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Hi Tara,

The BID team has cleared our plates today and tomorrow so we can work exclusively on preparing petitions docs and packets. Why will we need more than a day and a half to print petitions and labels? Clarification would be greatly appreciated.

Thanks in advance,

Ellen

From: Tara Devine <tara@devine-strategies.com>
Date: Thursday, May 11, 2017 at 1:13 PM
To: Katie Kiefer <katie@southpark.la>
Cc: Ellen Riotto <ellen@southpark.la>, Robert Buente <bbuente@1010dev.org>
Subject: Re: Petition packet preparation - Instructions, Part I

Thanks. Unfortunately, no. We will need the weekend to work on both the petitions and the mailing labels.

Keep in mind you are only printing one set of each of these outstanding docs (not thousands of copies like the other docs.) This is why we prioritized the other docs first.

On Thu, May 11, 2017 at 11:31 AM, Katie Kiefer <katie@southpark.la> wrote:

Tara confirming your specified request of Avery 58163 for mailing labels. The order will be in tomorrow.

Will you be able to provide the completed address templates by tomorrow's meeting? I'd like to get the labels in for printing by EOD tomorrow.

All other office supplies have been purchased and printing of the various docs is underway. Only items left to print are individual petitions and property owner labels.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Ellen Riotto <ellen@southpark.la>
Date: Wednesday, May 10, 2017 at 11:05 AM
To: Tara Devine <tara@devine-strategies.com>
Cc: Robert Buente <bbuente@1010dev.org>, Katie Kiefer <katie@southpark.la>
Subject: Re: Petition packet preparation - Instructions, Part I

Hi Tara,

Thanks for this information. We will purchase the materials you listed below today and will begin to print the following:

1. SPBID return address on the return labels
2. Who May Sign doc
3. MDP Summary*
4. My cover letter
5. SBPID one pager

* Can you please send to us today?

OPEN QUESTIONS:

1. We would like to understand the process for creating the petitions themselves. Can we get on a call before Friday to discuss?
2. Any chance you're available on Thursday instead of Friday? Every hour counts.

Thanks,

Ellen

From: Tara Devine <tara@devine-strategies.com>
Date: Tuesday, May 9, 2017 at 10:46 PM
To: Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>
Cc: Robert Buente <bbuente@1010dev.org>
Subject: Petition packet preparation - Instructions, Part I

Several months ago, I furnished you with an example petition packet (I believe it was the one used for SPII.) I recommend you view/print a copy of it as you go through this email. It will help you to understand how the supplies correspond to the documents. You do not have to use the supplies I suggest, but I suggest them based on our experience preparing or overseeing many such petition packages. They work well/things will go smoothly/minimize issues and delays for you. If you vary from these, tell me what you substituted so I can try to foresee any issues we might have and avoid delays. Quantities stated should be sufficient with some extras for a reasonable amount of reprints. Quantities are intentionally higher on a few items (2500 vs 2000) as these are the items that are most likely to incur printing errors, printer jams, etc.

Office supply list

- 1) **2500 sheets of yellow paper** (recommended for mailed petitions - it really helps the most important document stand out.) We will be furnishing the petition file in PDF format for printing on this paper. I specifically recommend **Neenah Astrobrights Solar Yellow, 24 lb. (500 sheets per ream)** readily available from Office Depot, Amazon and most other places.
- 2) **2500 sheets of any type of light colored paper**, whatever is easiest/cheapest. I usually use some sort of light pastel pink, green, blue, orange color. This will be used for the "Who May Sign page" that accompanies the petition. It should stand out in the packet, but less so than the yellow paper for the petition.
- 3) **2500 extra-large mailing labels** - some addresses or owner names are painfully long; using large labels eliminates most of the time you have to waste formatting them to fit the label. **I specifically recommend Avery 58163, which usually come in 250 per package.** This is a slightly more expensive mailing label but worth the expense. They are 2"x4" and also repositionable in case of errors that do tend to happen, such as slapping one on the wrong envelope (having to reprint individual labels is another big time-wasting activity.) **If you purchase a different label, you must tell me by Friday so we produce the labels in the correct template.**
- 4) **At least 4 boxes of 8" x 11" standard white copy paper** - we may not use all of this, but it won't go to waste - better to have too much than too little
- 5) **Lots of staples** for the copier/printer. **10,000** recommended - we may not use all of this, but it won't go to waste - better to have too much than too little
- 6) **Extra copier/printer toner.** Most documents will be B&W. Minor color. I cannot advise you on quantity, but I suggest loading up unless you can get it quickly on demand (same day/next day.) - we may not use all of this, but it won't go to waste - better to have too much than too little
- 7) **2000 or more plain white or manila (you pick) envelopes size 9" x 12".** These will hold the entire petition packet. Unless you have a business USPS account, you will pay for postage on these when you take the completed packets to the post office (based on weight.) We don't need 2500 because errors will be few due to using the repositionable labels I suggested above. Side note/recommendation: Once the packets are complete, you will want to send at least two people (and at least one with a strong back!) to USPS to deliver the completed packets to USPS (due to the sheer volume/weight of packets for this BID.)
- 8) **2500 or more plain white or manila envelopes 4 1/8 x 9 1/2 (#10.)** These are the return envelopes for people to return the petitions.

9) **2000 regular stamps** - ideally something fairly generic/non-religious/non-ethic/non-cutesy like the American Flag or similar (we want to aim for something professional and inoffensive.) These will go on the return envelopes that we enclose in each packet. We want to make it easy for people to return the petition. Not providing a stamp is an impediment. The return envelope will only contain the signed petition; a regular stamp is sufficient postage. Caveat: If you have set up or wish to set up a business postal account, you would pay for the account, but then only pay for actual returned business mail. Unless you do large mailings often, a business postal account may not make sense for you - it may be easier just to eat the cost of the stamps (yes, some will be wasted), but it's your call.

Two documents to prep that you can begin immediately once supplied:

1. **Take #8 above and print the following address on 2000 of them** (reserve the other 500 to cover errors/reprints):

South Park/South Park II BID Renewal Steering Committee
1100 S. Flower St., Suite 3400
Los Angeles, CA 90015

These are the envelopes in which the petitions will be returned.

I recommend you wait to affix the stamps until we can finish the petition file/ mailing labels and know exactly how many initial pieces will be mailed.

(We may end up with fewer than 2,000 mailed pieces to start, and you can save and use the rest as you go for re-mailings.)

2. **Take #2 above and print 2000 copies of the attached "Who May Sign" document.**

I will send another email tomorrow with additional documents to print, along with instructions as needed. (e.g. I must review the docs you sent today, and prep our MDP summary, etc.)

If you have questions on the above, it will

really

help me if you can compile them and send them

to me

in one shot.

That way my

reply is equally thorough and

neither of us have an unholy slew of emails to sift through for the information

we seek.

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St.,#110-293
Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

tara@devine-strategies.com

Making it easier for you with STRATEGIC CONSULTING SERVICES

Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Re: Petition packet preparation - Instructions, Part I

Date: Thursday, May 11, 2017 at 1:13:03 PM Pacific Daylight Time

From: Tara Devine

To: Katie Kiefer

CC: Ellen Riotto, Robert Buente

Thanks. Unfortunately, no. We will need the weekend to work on both the petitions and the mailing labels. Keep in mind you are only printing one set of each of these outstanding docs (not thousands of copies like the other docs.) This is why we prioritized the other docs first.

On Thu, May 11, 2017 at 11:31 AM, Katie Kiefer <katie@southpark.la> wrote:

Tara confirming your specified request of Avery 58163 for mailing labels. The order will be in tomorrow.

Will you be able to provide the completed address templates by tomorrow's meeting? I'd like to get the labels in for printing by EOD tomorrow.

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South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Ellen Riotto <ellen@southpark.la>

Date: Wednesday, May 10, 2017 at 11:05 AM

To: Tara Devine <tara@devine-strategies.com>

Cc: Robert Buente <bbuente@1010dev.org>, Katie Kiefer <katie@southpark.la>

Subject: Re: Petition packet preparation - Instructions, Part I

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OPEN QUESTIONS:

1. We would like to understand the process for creating the petitions themselves. Can we get on a call before Friday to discuss?
2. Any chance you're available on Thursday instead of Friday? Every hour counts.

Thanks,

Ellen

From: Tara Devine <tara@devine-strategies.com>
Date: Tuesday, May 9, 2017 at 10:46 PM
To: Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>
Cc: Robert Buente <bbuente@1010dev.org>
Subject: Petition packet preparation - Instructions, Part I

Several months ago, I furnished you with an example petition packet (I believe it was the one used for SPII.) I recommend you view/print a copy of it as you go through this email. It will help you to understand how the supplies correspond to the documents. You do not have to use the supplies I suggest, but I suggest them based on our experience preparing or overseeing many such petition packages. They work well/things will go smoothly/minimize issues and delays for you. If you vary from these, tell me what you substituted so I can try to foresee any issues we might have and avoid delays. Quantities stated should be sufficient with some extras for a reasonable amount of reprints. Quantities are intentionally higher on a few items (2500 vs 2000) as these are the items that are most likely to incur printing errors, printer jams, etc.

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6) **Extra copier/printer toner.** Most documents will be B&W. Minor color. I cannot advise you on quantity, but I suggest loading up unless you can get it quickly on demand (same day/next day.) - we may not use all of this, but it won't go to waste - better to have too much than too little

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tara@devine-strategies.com

Making it easier for you with STRATEGIC CONSULTING SERVICES

Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Petition packet preparation - Instructions, Part I
Date: Tuesday, May 9, 2017 at 10:46:04 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto, Katie Kiefer
CC: Robert Buente
Attachments: WHO MAY SIGN - Petition.pdf

Several months ago, I furnished you with an example petition packet (I believe it was the one used for SPII.) I recommend you view/print a copy of it as you go through this email. It will help you to understand how the supplies correspond to the documents. You do not have to use the supplies I suggest, but I suggest them based on our experience preparing or overseeing many such petition packages. They work well/things will go smoothly/minimize issues and delays for you. If you vary from these, tell me what you substituted so I can try to foresee any issues we might have and avoid delays. Quantities stated should be sufficient with some extras for a reasonable amount of reprints. Quantities are intentionally higher on a few items (2500 vs 2000) as these are the items that are most likely to incur printing errors, printer jams, etc.

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demand (same day/next day.) - we may not use all of this, but it won't go to waste - better to have too much than too little

7) **2000 or more plain white or manila (you pick) envelopes size 9" x 12"**. These will hold the entire petition packet. Unless you have a business USPS account, you will pay for postage on these when you take the completed packets to the post office (based on weight.) We don't need 2500 because errors will be few due to using the repositionable labels I suggested above. Side note/recommendation: Once the packets are complete, you will want to send at least two people (and at least one with a strong back!) to USPS to deliver the completed packets to USPS (due to the sheer volume/weight of packets for this BID.)

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If you have questions on the above, it will really help me if you can compile them and send them to me in one shot. That way my reply is equally thorough and neither of us have an unholy slew of emails to sift through for the information we seek.

Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
645 West Ninth St., #110-293
Los Angeles, CA 90015
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tara@devine-strategies.com

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Petition packet preparation - Instructions, Part II
Date: Wednesday, May 10, 2017 at 4:08:23 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto, Katie Kiefer
CC: Robert Buente
Attachments: 2017.04.27 SP MDP SUMMARY.pdf

Attached please find the MDP Summary. This document should keep your printer busy for awhile :)

Please print a test copy and ensure it prints correctly for you. It prints correctly on my printer. Primarily check p. 9 as the map runs very close to the margins.

Most BIDs print this in B&W but it is up to you (the map prints better in color; there is very little other color in the rest of the document.) I strongly recommend printing this (and all other docs except the petitions) double-sided as it will probably save you at least \$0.20 per piece (my very rough estimate) in mailing costs (15 pages vs. 29 for this doc, which is the largest.)

You listed the BID FAQ as an enclosure in your cover letter. I furnished an example of one earlier this year. Have you produced your own version, or shall I update the South Park II one I gave you? I can furnish that tomorrow if desired. (I am leaving the office shortly for a series of meetings.)

Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
645 West Ninth St.,#110-293
Los Angeles, CA 90015
[310.430.5121](tel:310.430.5121)
tara@devine-strategies.com

Making it easier for you with STRATEGIC CONSULTING SERVICES
Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Re: Question re: MDP/ER

Date: Wednesday, May 10, 2017 at 1:10:49 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

CC: Katie Kiefer, Robert Buente

I'm not clear. Should I use southpark.la (homepage), or do you wish me to provide a more specific link to the page it will be posted on (if not the homepage.)

On Wed, May 10, 2017 at 12:55 PM, Ellen Riotto <ellen@southpark.la> wrote:

Yes please include the link so we can post the full versions online.

Thank you

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

> On May 10, 2017, at 12:53 PM, Tara Devine <tara@devine-strategies.com> wrote:

>

> The MDP summary will contain the introduction, map and parcel roll. It saves you a quite bit on mailing costs and a little on printing (29 pages versus 55.)
>
> Do you intend to put the full MDP and ER online? (Recommended)
>
> If so, please let me know asap if you want me to add a line to the MDP Summary that tells people how to access it. I can use southpark.la or a more specific link if you provide one.
>
> The current MDP and ER are attached and ready for you to post if you choose to. I will finalize the MDP Summary once I hear back from you.
>
> Warmest regards,
>
> TARA DEVINE
> DEVINE STRATEGIES
> 645 West Ninth St.,#110-293
> Los Angeles, CA 90015
> [310.430.5121](tel:310.430.5121)
> tara@devine-strategies.com<mailto:tara@devine-strategies.com>
>
> Making it easier for you with STRATEGIC CONSULTING SERVICES
> Planning & Entitlements - Political & Community Outreach - Business Improvement Districts
>
> <2017.04.27 SP ER.pdf>
> <2017.04.27 SP MDP.pdf>

Subject: Question re: MDP/ER
Date: Wednesday, May 10, 2017 at 12:53:01 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto, Katie Kiefer
CC: Robert Buente
Attachments: 2017.04.27 SP ER.pdf, 2017.04.27 SP MDP.pdf

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tara@devine-strategies.com

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Subject: Re: SP & SPII docs - Invitation to collaborate
Date: Wednesday, May 10, 2017 at 1:09:24 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
CC: Katie Kiefer, Robert Buente
Attachments: 170419 DRAFT Petition Cover Letter - td edits.doc

Thanks for sending. I have only minor edits I suggest.

The letter is attached with changes in redline. FYI, I think a two-week deadline sounds more reasonable than a one-week deadline. Based on experience, some people will complain, "I just got this, how can it be due in less than a week?"

Promo piece is fantastic; I love the tangible/visual comparisons. Only two comments:

- "Space Shuttles" doesn't need to be capitalized
- The third column uses the present tense while the others use the past; I'm not sure if you prefer consistency or did it intentionally and like it the way it is (really just a style choice)

On Tue, May 9, 2017 at 2:33 PM, Ellen Riotto <ellen@southpark.la> wrote:

Please see attached for cover letter and 1-pager.

Right now my number 1 priority is a quick turnaround. I'd appreciate jumping on a call to discuss how to print petitions. Please let me know when you have time today for that call.

Thanks,

Ellen

From: Tara Devine <tara@devine-strategies.com>
Date: Tuesday, May 9, 2017 at 2:23 PM
To: Ellen Riotto <ellen@southpark.la>
Cc: Katie Kiefer <katie@southpark.la>
Subject: Re: SP & SPII docs - Invitation to collaborate

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Also, please advise

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if the BID has licensed Adobe Acrobat software that allows you to edit PDFs (as opposed to Reader.)

We do, and can cull individual petitions for you, but you may find it helpful to have the ability to do this in-house as well.

On Feb 21, 2017 9:20 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thank you!

From: "Tara Devine (via Google Drive)" <drive-shares-noreply@google.com>

Reply-To: Tara Devine <tara@devine-strategies.com>

Date: Tuesday, February 21, 2017 at 7:30 PM

To: Ellen Riotto <ellen@southpark.la>

Cc: "southparkbid@gmail.com" <southparkbid@gmail.com>, Katie Kiefer <katie@southpark.la>

Subject: SP & SPII docs - Invitation to collaborate

[Tara Devine](#) has invited you to **contribute to** the following shared folder:



[SP & SPII docs](#)



I have updated the Google Drive as follows:

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2) I have uploaded the petition packet docs for SPII individually. The "Who Can Sign" I only have in PDF format - I believe it was created by the City. The cover letter, FAQ and promo piece are now available in the folder as Word files.

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Subject: Re: SP & SPII docs - Invitation to collaborate

Date: Tuesday, May 9, 2017 at 4:57:09 PM Pacific Daylight Time

From: Tara Devine

To: Katie Kiefer

CC: Ellen Riotto

Ok, we will cover that. Allow me to send instructions (and let's set a time for training) and then I'll field your questions.

On Tue, May 9, 2017 at 2:58 PM, Katie Kiefer <katie@southpark.la> wrote:

Familiar with extracting but will want to do an overview during our meeting.

Can we hop on a call? I'd like to know how the petitions are prepped for individual printing and if we can simply save the PDFs during that process to have on-hand for electronic purposes. Want to avoid duplicating efforts where we can.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Tara Devine <tara@devine-strategies.com>

Date: Tuesday, May 9, 2017 at 2:52 PM

To: Katie Kiefer <katie@southpark.la>

Cc: Ellen Riotto <ellen@southpark.la>

Subject: Re: SP & SPII docs - Invitation to collaborate

Thanks.

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Cc: Katie Kiefer <katie@southpark.la>
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Subject: Re: SP & SPII docs - Invitation to collaborate

Date: Tuesday, May 9, 2017 at 4:53:54 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

CC: Katie Kiefer, Robert Buente

Ellen:

The master petition file merge and review requires a substantial block of our time. It is very important that we render them accurately. We also prep the mailing labels and must review them for accuracy, too. We do not delegate this task as we are responsible for its accuracy. We will give you the information/opportunity to proceed with all other aspects of petition packet production over the next two days.

Friday afternoon is now the first opening I have to provide the training on assembling the packets. **Please advise me if you would like me to hold the date.** I am open 2 pm and after (into the early evening is fine as well.) I have a tentative meeting set for Thursday afternoon, but if it does not materialize, I will advise. I have a board meeting and related tasks to prepare for another client for Friday morning, so I cannot commit to preparing your petition file this week. First, I must prioritize the review of your docs you sent today -- and getting you a couple of ours that you need to begin printing now (large print jobs.) I believe you will find that there is ample other work to be done between now and Monday to prepare the packets. We outlined this in our 3-hour meeting several months ago, but I will also send some specific instructions/guidelines later today via email on what you can do to prepare. This will include the office supplies you should obtain for the mailing.

The master petition file will be less than 2000 pages, and you will need only one copy of the doc for the mailing. There will be a companion file of mailing labels. Compared to the other print jobs you'll be running, it is not substantial. I would focus on preparing all other aspects of preparing the petition packets and attempting to complete those so the petitions can be inserted as soon as we complete them. As mentioned above, I will forward a more detailed explanation of the prep you should undertake over the next two days until we meet. I prefer to furnish this information in writing.

Bob:

I'll leave you cc'd on these emails, but if at some point it becomes TMI, just let me know!

Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
645 West Ninth St.,#110-293

Los Angeles, CA 90015
310.430.5121
tara@devine-strategies.com

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

On Tue, May 9, 2017 at 2:54 PM, Ellen Riotto <ellen@southpark.la> wrote:

We're prepared to drop everything and make the petition preparation our sole priority. By this I mean we can take on the printing of petitions if you could guide us through the process. Where does the master petition file come from? What does it entail to prepare that? Is this something that my team can handle? What do you use to merge?

I'd love to jump on a quick call so I know what the next steps look like and can offer the BID's resources.

Thanks,

Ellen

From: Tara Devine <tara@devine-strategies.com>
Date: Tuesday, May 9, 2017 at 2:47 PM
To: Ellen Riotto <ellen@southpark.la>
Cc: Katie Kiefer <katie@southpark.la>, Robert Buente <bbuente@1010dev.org>

Subject: Re: SP & SPII docs - Invitation to collaborate

As I believe I discussed during our very first briefing on renewal, I come to the BID office and meet with any and all staff (including any interns) who will be involved in petition packet (print or e-copy) and explain everything at once. I have learned that packet assembly is best gone over in person (not by phone) as it is fundamentally a visual task. It is also best if everyone is on the same page and can benefit from the answers I give to all questions asked.

We should have all documents finalized before this meeting occurs. I have already contacted the City to verify that the two that come from them have not changed, and am awaiting their reply. Let's set a tentative meeting for Thursday or Friday afternoon. I believe all documents should be final by then, excepting the master petition file, which we will likely need the weekend to prepare. We have 2000+ petitions, and the merge is not fully automated due to the format the City uses and the nature of ownerships.

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Cc: "southparkbid@gmail.com" <southparkbid@gmail.com>, Katie Kiefer <katie@southpark.la>

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To: Ellen Riotto

CC: Katie Kiefer, Robert Buente

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CC: Katie Kiefer

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On Tue, May 9, 2017 at 2:23 PM, Tara Devine <tara@devine-strategies.com> wrote:

At petition stage, we typically prep a master PDF that contains all of the docs we provided in this example in February.

We call it the

"

BID renewal epacket,

"

and

you/

we end up emailing it a lot to owners who can't locate their mailed packet

or prefer handling docs digitally
. It is accompanied by the owner's petition (you/
we cull individual PDFs from the master petition file PDF as needed.)

We have not seen drafts or finals for any of the docs the BID has produced

. We
e
suggest
ed
a
cover letter and 1-page
double-sided
achievements/promo
piece
(this one piece printed in color if feasible) but
it is up to you.

Kindly forward drafts for our review (asap) or finals (no later than Friday) for epacket prep. We will furnish the epacket to you as well.

We also recommend printing petitions on medium/bright YELLOW paper. This helps the most important document in the packet stand out, yet still scans like plain white paper. (You scan and submit signed petitions to Clerk, and retain originals in your files.) We like Neenah Astrobrights Solar Yellow 24lb., but it is your choice.

Also, please advise me

if the BID has licensed Adobe Acrobat software that allows you to edit PDFs (as opposed to Reader.)

We do, and can cull individual petitions for you, but you may find it helpful to have the ability to do this in-house as well.

On Feb 21, 2017 9:20 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thank you!

From: "Tara Devine (via Google Drive)" <drive-shares-noreply@google.com>

Reply-To: Tara Devine <tara@devine-strategies.com>

Date: Tuesday, February 21, 2017 at 7:30 PM

To: Ellen Riotto <ellen@southpark.la>

Cc: "southparkbid@gmail.com" <southparkbid@gmail.com>, Katie Kiefer <katie@southpark.la>

Subject: SP & SPII docs - Invitation to collaborate

[Tara Devine](#) has invited you to **contribute to** the following shared folder:



[SP & SPII docs](#)



I have updated the Google Drive as follows:

1) I noticed that southparkbid@gmail.com had only viewing access. I have added editing/organizing access.

2) I have uploaded the petition packet docs for SPII individually. The "Who Can Sign" I only have in PDF format - I believe it was created by the City. The cover letter, FAQ and promo piece are now available in the folder as Word files.

[Open](#)

This email grants access to this item. Only forward it to people you trust.

Google Drive: Have all your files within reach from any device.

Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

Google™

Subject: Re: SP & SPII docs - Invitation to collaborate

Date: Tuesday, May 9, 2017 at 2:23:09 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

CC: Katie Kiefer

At petition stage, we typically prep a master PDF that contains all of the docs we provided in this example in February.

We call it the " BID renewal epacket, " and you/ we end up emailing it a lot to owners who can't locate their mailed packet or prefer handling docs digitally . It is accompanied by the owner's petition (you/ we cull individual PDFs from the master petition file PDF as needed.)

We have not seen drafts or finals for any of the docs the BID has produced . We suggest ed a cover letter and 1-page double-sided achievements/promo piece (this one piece printed in color if feasible) bu t it is up to you. Kindly forward drafts for our review (asap) or finals (no later than Friday) for epacket prep. We will furnish the epacket to you as well.

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Also, please advise me if the BID has licensed Adobe Acrobat software that allows you to edit PDFs (as opposed to Reader.) We do, and can cull individual petitions for you, but you may find it helpful to have the ability to do this in-house as well.

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Reply-To: Tara Devine <tara@devine-strategies.com>

Date: Tuesday, February 21, 2017 at 7:30 PM

To: Ellen Riotto <ellen@southpark.la>

Cc: "southparkbid@gmail.com" <southparkbid@gmail.com>, Katie Kiefer <katie@southpark.la>

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[Open](#)

This email grants access to this item. Only forward it to people you trust.

Google Drive: Have all your files within reach from any device.

Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA



Subject: Re: Current database

Date: Tuesday, May 9, 2017 at 1:52:53 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto, Katie Kiefer

P.S. This should be treated as a draft/not for distribution. Further changes WILL occur during the petition stage as we become aware of various issues not yet captured by Assessor data (including but not limited to recent sales, subdivisions, etc.)

On Tue, May 9, 2017 at 1:51 PM, Tara Devine <tara@devine-strategies.com> wrote:

Attached.

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

tara@devine-strategies.com

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Current database
Date: Tuesday, May 9, 2017 at 1:51:08 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto, Katie Kiefer
Attachments: 2017.04.24 South Park BID petition stage dbase.xlsx

Attached.

Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
645 West Ninth St.,#110-293
Los Angeles, CA 90015
310.430.5121
tara@devine-strategies.com

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: OFFICE CLOSED 5/3-5/8 Re: Weekly update
Date: Monday, May 8, 2017 at 11:07:13 AM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto

Our office will be closed from 5/3-5/8. I will respond to emails beginning Tuesday, 5/9.

--

Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
645 West Ninth St.,#110-293
Los Angeles, CA 90015
310.430.5121
tara@devine-strategies.com

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Weekly update

Date: Sunday, May 7, 2017 at 8:54:55 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

We will have at least the first 25 owners researched sometime this week, and I hope more. I am trying to speed up the research as best I can. Unfortunately, our timing did not match up well with her other clients/deadlines. She was unavailable all of last week. She is devoting as much time to this as she can. If you'd like to have your own staff work on some of this, I can spend an hour later this week training them how to do it. I would divide up the database.

I just let Miranda know I would connect with her on Tuesday. Tomorrow is a travel day - I get back to LA late on Monday night.

Subject: Re: Weekly update

Date: Wednesday, May 3, 2017 at 10:16:18 AM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

Ed does not have the latest version.

On May 3, 2017 12:12 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thanks. I see from your automatic reply that you're out until next Monday, so if it's possible to have Ed share it with us, that would be great.

From: Tara Devine <tara@devine-strategies.com>

Date: Wednesday, May 3, 2017 at 7:45 AM

To: Ellen Riotto <ellen@southpark.la>

Subject: Re: Weekly update

I am still awaiting an update myself and will update you as soon as I hear back.

I am traveling without a laptop; I will make a note to send the database upon my return.

On May 2, 2017 9:14 AM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thanks for the update. Yes, those items have both been produced. Can i get an update re: contact research?

Also, would you mind please sending me the latest version of the database?

Thanks!

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

> On May 2, 2017, at 9:13 AM, Tara Devine <tara@devine-strategies.com> wrote:

>

> As you know, we resubmitted MDP/ER last Thursday and await comments.

>

> I am still awaiting the initial analysis for research, but expect to have that information later today.

>

> Have the following been prepped for the renewal packet? 1) Cover letter and 2) Promotional piece. If not, drafts should be prepared asap. Ultimately, I produce a PDF petition packet that goes with each petition. The two docs above go into that PDF with other docs we produce.

Subject: Re: Weekly update

Date: Wednesday, May 3, 2017 at 7:45:02 AM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

I am still awaiting an update myself and will update you as soon as I hear back.

I am traveling without a laptop; I will make a note to send the database upon my return.

On May 2, 2017 9:14 AM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thanks for the update. Yes, those items have both been produced. Can i get an update re: contact research?

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Ellen Riotto
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Subject: Weekly update

Date: Tuesday, May 2, 2017 at 9:12:55 AM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

As you know, we resubmitted MDP/ER last Thursday and await comments.

I am still awaiting the initial analysis for research, but expect to have that information later today.

Have the following been prepped for the renewal packet? 1) Cover letter and 2) Promotional piece. If not, drafts should be prepared asap. Ultimately, I produce a PDF petition packet that goes with each petition. The two docs above go into that PDF with other docs we produce.

Subject: SP/SPII Joint Renewal Invoice #5 & #6
Date: Wednesday, May 3, 2017 at 5:22:05 AM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto, Katie Kiefer
Attachments: 2017.05.03 INVOICE SPSG35.pdf

Attached please find our invoice for the period of 2/22-4/28/2017.

It covers 80 main contract hours + 12 database hours (supplemental work to bring 2011 SP dbase and 2015 SPII dbase up to 2017 level.)

Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
645 West Ninth St., #110-293

Los Angeles, CA 90015
310.430.5121
tara@devine-strategies.com

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Re: Call next week

Date: Wednesday, April 26, 2017 at 11:05:41 AM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

Ellen:

The attached looks fine.

Benchmarks & Timeline on p.6 mostly correct but I'd suggest minor edits (bold) as follows:

- City prepares **and issues** ballots

- Ballot period **ends**

- **My opinion:** City contract (which you list as November) likely won't be ready until late Nov/early Dec because I believe they do not issue the contract until the expiration of the 30-day period following Council adoption of the ordinance and its publication. So steps are: Council adoption, Mayoral concurrence, preparation of ordinance for publication, publication, 30-day period, then ordinance deemed effective. But fundamentally the timing of this is a City Clerk/City Attorney question/decision.

Assessor Assessment Roll Deadline

- New: July 15
- Renewing: August 1
- Manual: doesn't matter (City hand-bills)
NOTE: We don't establish these deadlines, so it is always best to confirm with City.

p.7

- Renewal should start NO LESS than 18 months out. I recommend having your consultant in place at 24 months out.

Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
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tara@devine-strategies.com

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

On Tue, Apr 25, 2017 at 12:12 PM, Ellen Riotto <ellen@southpark.la> wrote:

Hi Tara,

Please see attached deck, updated with info from your email this morning. I need to get this out to the Board ASAP. Could you please review my comments in this deck and reply this afternoon?

Thank you,

Ellen

From: Ellen Riotto <ellen@southpark.la>
Date: Monday, April 24, 2017 at 12:45 PM
To: Tara Devine <tara@devine-strategies.com>
Cc: Robert Buente <bbuente@1010dev.org>

Subject: Re: Call next week

Hi again Tara,

In anticipation of the questions I know we'll get at the Board meeting on Thursday, I'd like to prepare a very short deck that explicitly states 1) where we are now; 2) upcoming benchmarks and timeline; 3) lessons learned. I'm hoping this will help to ground the conversation and elicit productive questions/comments.

I'd like to present this as part 1 of our conversation, allowing everyone (ie. non-board members) to get the update and ask their questions. We'll then move to closed session and give board members the opportunity to go into a bit more detail.

The outline of this deck is attached. I used text from your last updates and inserted comments where further explanation is needed. Could you please help to fill it in? I want to give board members enough time to review and formulate questions. I'd like to send this to them first thing tomorrow morning (9am).

Thanks in advance for your help.

Best,

Ellen

From: Tara Devine <tara@devine-strategies.com>
Date: Saturday, April 22, 2017 at 2:06 AM
To: Ellen Riotto <ellen@southpark.la>
Subject: Re: Call next week

Confirmed.

On Apr 21, 2017 11:16 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

I'll make 11am work. Definitely want to talk sooner rather than later. Thanks.

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

On Apr 22, 2017, at 1:16 AM, Tara Devine <tara@devine-strategies.com> wrote:

I am booked beforehand. Weds afternoon 1:30?

On Fri, Apr 21, 2017 at 11:09 PM, Ellen Riotto <ellen@southpark.la> wrote:

Could you do 10am?

Ellen Riotto

Interim Executive Director

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Sent from my iPhone

On Apr 22, 2017, at 12:42 AM, Tara Devine <tara@devine-strategies.com> wrote:

Yes, I'm sorry. Long day. I meant to say Weds at 11am.

On Apr 21, 2017 10:40 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Our board meeting is Thursday at 8:30. Your still planning on being there, right? Would like to connect before then. Thanks.

Ellen Riotto

Interim Executive Director
South Park BID
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Sent from my iPhone

> On Apr 21, 2017, at 11:32 PM, Tara Devine <tara@devine-strategies.com>
wrote:
>
> How about Thurs at 11am?

Subject: Re: Call next week

Date: Saturday, April 22, 2017 at 2:06:59 AM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

Confirmed.

On Apr 21, 2017 11:16 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

I'll make 11am work. Definitely want to talk sooner rather than later. Thanks.

Ellen Riotto
Interim Executive Director
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wrote:

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> How about Thurs at 11am?

Subject: Re: Call next week

Date: Friday, April 21, 2017 at 11:15:29 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

I am booked beforehand. Weds afternoon 1:30?

On Fri, Apr 21, 2017 at 11:09 PM, Ellen Riotto <ellen@southpark.la> wrote:

Could you do 10am?

Ellen Riotto
Interim Executive Director
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1100 S Flower St, Suite #3400, Los Angeles, CA 90015
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> How about Thurs at 11am?

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From: Tara Devine

To: Ellen Riotto

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> How about Thurs at 11am?

Subject: Call next week

Date: Friday, April 21, 2017 at 9:32:09 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

How about Thurs at 11am?

Subject: Weekly update

Date: Monday, April 24, 2017 at 9:26:09 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

MDP

- Edits are complete except a few that come from ER
- Map revisions complete, new map added to MDP and ER

ER

- Most ER edits are complete - I did the bulk to speed things up and allow Ed to focus on dbase. A handful of more substantive comments/edits are with Ed, who started on them tonight after finishing dbase.

Database

- Ed finished database updates this evening and sent me latest, but I will not have an opportunity to review until Weds. He has moved onto ER edits. I should be able to restart property owner research Weds/Thurs and will have a better timetable for you by next Monday.

Barring any unforeseen issues, we should resubmit dbase, ER and MDP sometime between Thursday and Monday.

Subject: Re: Weekly update

Date: Tuesday, April 18, 2017 at 4:45:59 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

Sure...but all this data set will have are owner names and mailing addresses.

On Apr 18, 2017 4:35 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

OK. Can we please have access so we can do some outreach to property owners?

From: Tara Devine <tara@devine-strategies.com>

Date: Tuesday, April 18, 2017 at 4:33 PM

To: Ellen Riotto <ellen@southpark.la>

Subject: Re: Weekly update

I received the raw data within the last 30 minutes but haven't reviewed it yet to see if it is correct or begin the integration into the master database.

On Apr 18, 2017 4:32 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

OK. And where are we with the dataset? Still on track to be sent today?

From: Tara Devine <tara@devine-strategies.com>

Date: Tuesday, April 18, 2017 at 12:34 PM

To: Ellen Riotto <ellen@southpark.la>

Subject: Re: Weekly update

Map edits are now complete.

Ed is out of pocket today on other work, so I don't expect to get revisions from him until tomorrow afternoon or later.

On Tue, Apr 18, 2017 at 10:12 AM, Ellen Riotto <ellen@southpark.la> wrote:

Great news. Thanks.

From: Tara Devine <tara@devine-strategies.com>

Date: Tuesday, April 18, 2017 at 1:16 AM

To: Ellen Riotto <ellen@southpark.la>

Subject: Re: Weekly update

Late update from Ed. It sounds like Clerk may be okay with latest comments. We will double-check/clarify tomorrow but if correct, that's good news. This puts us on track to resubmit everything by early-mid next week.

On Apr 17, 2017 10:46 PM, "Tara Devine" <tara@devine-strategies.com> wrote:

DATABASE:

We did find that there are substantial ownership changes

since we constructed the database last year.

Rather than

try to

spot-replace

a sizable number of parcels and address related formatting challenges, we decided to pull a full new data set (all ownership and mailing fields.) That data set is supposed to be ready

by

tomorrow

afternoon

.

(NOTE:

Keep in mind that close of escrow and recordation with Assessor can occur well more than a year apart, so we will still discover some sales during the petition phase, but this new data pull will reduce them significantly.)

Ed reviewed and addressed the most recent round of database comments from the City and submitted last Tues. They acknowledged receipt of it last Weds. I am following up to check on status of review.

MDP & ER:

MDP and ER text edits have been completed excepting a map edit that is in process now and should be complete well before everything else is. We need database approval before we can redo all tables and the parcel roll. Once the tables and new parcel roll are complete, we replace all of those, update all in-line numbers, double-check all cross-references/pagination/table of contents and will resubmit. Typically that takes 3-5 days, but depends on the timing of when the City gets things back to us.

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St.,#110-293
Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

tara@devine-strategies.com

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Subject: Re: Weekly update

Date: Tuesday, April 18, 2017 at 4:33:29 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

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Subject: Re: Weekly update

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On Apr 17, 2017 10:46 PM, "Tara Devine" <tara@devine-strategies.com> wrote:

DATABASE:

We did find that there are substantial ownership changes

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Rather than

try to

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a sizable number of parcels and address related formatting challenges, we decided to pull a full new data set (all ownership and mailing fields.) That data set is supposed to be ready

by

tomorrow

afternoon

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(NOTE:

Keep in mind that close of escrow and recordation with Assessor can occur well more than a year apart, so we will still discover some sales during the petition phase, but this new data pull will reduce them significantly.)

Ed reviewed and addressed the most recent round of database comments from the City and submitted last Tues. They acknowledged receipt of it last Weds. I am following up to check on status of review.

MDP & ER:

MDP and ER text edits have been completed excepting a map edit that is in process now and should be complete well before everything else is. We need database approval before we can redo all tables and the parcel roll. Once the tables and new parcel roll are complete, we replace all of those, update all in-line numbers, double-check all cross-references/pagination/table of contents and will resubmit. Typically that takes 3-5 days, but depends on the timing of when the City gets things back to us.

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St.,#110-293
Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

tara@devine-strategies.com

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Planning & Entitlements Political & Community Outreach Business Improvement Districts

|

Subject: Re: Weekly update

Date: Tuesday, April 18, 2017 at 12:34:30 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

Map edits are now complete.

Ed is out of pocket today on other work, so I don't expect to get revisions from him until tomorrow afternoon or later.

On Tue, Apr 18, 2017 at 10:12 AM, Ellen Riotto <ellen@southpark.la> wrote:

Great news. Thanks.

From: Tara Devine <tara@devine-strategies.com>

Date: Tuesday, April 18, 2017 at 1:16 AM

To: Ellen Riotto <ellen@southpark.la>

Subject: Re: Weekly update

Late update from Ed. It sounds like Clerk may be okay with latest comments. We will double-check/clarify tomorrow but if correct, that's good news. This puts us on track to resubmit everything by early-mid next week.

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Planning & Entitlements Political & Community Outreach Business Improvement Districts

Subject: Re: Weekly update

Date: Tuesday, April 18, 2017 at 1:16:57 AM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

Late update from Ed. It sounds like Clerk may be okay with latest comments. We will double-check/clarify tomorrow but if correct, that's good news. This puts us on track to resubmit everything by early-mid next week.

On Apr 17, 2017 10:46 PM, "Tara Devine" <tara@devine-strategies.com> wrote:

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We did find that there are substantial ownership changes since we constructed the database last year. Rather than try to spot-replace a sizable number of parcels and address related formatting challenges, we decided to pull a full new data set (all ownership and mailing fields.) That data set is supposed to be ready by tomorrow afternoon. (NOTE: Keep in mind that close of escrow and recordation with Assessor can occur well more than a year apart, so we will still discover some sales during the petition phase, but this new data pull will reduce them significantly.)

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Warmest regards,

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tara@devine-strategies.com

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Weekly update

Date: Monday, April 17, 2017 at 10:46:16 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

DATABASE:

We did find that there are substantial ownership changes since we constructed the database last year. Rather than try to **spot-replace** a sizable number of parcels and address related formatting challenges, we decided to pull a full new data set (all ownership and mailing fields.) That data set is supposed to be ready by **tomorrow** afternoon . (NOTE: Keep in mind that close of escrow and recordation with Assessor can occur well more than a year apart, so we will still discover some sales during the petition phase, but this new data pull will reduce them significantly.)

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MDP and ER text edits have been completed excepting a map edit that is in process now and should be complete well before everything else is. We need database approval before we can redo all tables and the parcel roll. Once the tables and new parcel roll are complete, we replace all of those, update all in-line numbers, double-check all cross-references/pagination/table of contents and will resubmit. Typically that takes 3-5 days, but depends on the timing of when the City gets things back to us.

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310.430.5121
tara@devine-strategies.com

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Weekly update

Date: Monday, April 10, 2017 at 10:23:26 AM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

I have first round edits from the City Clerk for both the MDP and ER.

Mine are primarily text or formatting edits and a few map changes. Ed has some numerical issues to resolve (things Dennis raised since the database was 'finaled') which will mean a full update of all tables and most numerical references in both his text and mine once he completes them.

My best estimate without yet knowing Ed's workload is >1 week and <2 weeks.

Subject: Re: FW: Tonight South Park Renewal Q&A on the 4th Floor Pool Terrace Area!
Date: Friday, April 7, 2017 at 3:08:50 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
Attachments: image001.png

Please do not send the draft. Send the current MDP and explain that the rates will be changing slightly due to the annual increases of the past 5 years. Indicate the new MDP will be available soon (later in April or sometime in May.)

On Apr 7, 2017 3:06 PM, "Tara Devine" <tara@devine-strategies.com> wrote:

Unfortunately I can't do a detailed response today. Please refer to the SP MDP. All this info is in there. Most people can understand it if you send them the document and point them to the right pages.

On Apr 7, 2017 2:59 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Tara - Could you help me craft a response to this?

Thanks!

From: "joerank@acajoe.com" <joerank@acajoe.com>
Reply-To: "joerank@acajoe.com" <joerank@acajoe.com>
Date: Friday, April 7, 2017 at 2:58 PM
To: Ellen Riotto <ellen@southpark.la>
Cc: Francis Langlois <flanglois@actionlife.com>, Joe Rank <joerank@acajoe.com>
Subject: Re: Tonight South Park Renewal Q&A on the 4th Floor Pool Terrace Area!

Hi Ellen,

Don't LA Live and the others I mentioned pay a lower base rate than condos, and therefore have less weighted vote per sqm?

What are the assessment contributions per zone?

Thanks again.
Joe

Sent via BlackBerry by AT&T

From: Ellen Riotto <ellen@southpark.la>
Date: Fri, 7 Apr 2017 21:07:12 +0000
To: Joe Rank<joerank@acajoe.com>
Cc: Francis Langlois<flanglois@actionlife.com>

Subject: Re: Tonight South Park Renewal Q&A on the 4th Floor Pool Terrace Area!

Hi Joe,

Petitions are mailed to owners' mailing addresses (so you'll receive yours in your mailbox at Luma. The timeline is based on when we get final approval from the City Clerk's office, so it's not quite set in stone. The best estimation I have at this point is mid-May.

All condos contribute \$0.33/sqft.

L.A. LIVE/AEG properties, Convention Center, and government owned properties do in fact pay assessments. (County properties do not pay, but we do not have any County-owned properties in our district.)

Hope that helps. Please let me know if there's anything else!

Best,

Ellen

From: Joe Rank <joerank@acajoe.com>
Date: Friday, April 7, 2017 at 1:10 PM
To: Ellen Riotto <ellen@southpark.la>
Cc: Francis Langlois <flanglois@actionlife.com>
Subject: RE: Tonight South Park Renewal Q&A on the 4th Floor Pool Terrace Area!

Hi Ellen,

Thanks for offering to answer additional questions.

1. When and how will we receive the petitions?
2. What assessment contributions come from each Zone?

As I recall, L.A. Live, AEG properties, the Convention Center, and government owned properties pay no assessments. Is that correct?

Thanks again.

Joe

From: Ellen Riotto [mailto:ellen@southpark.la]

Sent: Friday, April 07, 2017 12:14 PM

To: Joe Rank <joerank@acajoe.com>

Cc: Francis Langlois <flanglois@actionlife.com>

Subject: Re: Tonight South Park Renewal Q&A on the 4th Floor Pool Terrace Area!

Hi Joe,

Thanks for your email. The petition phase allows property owners to vote on whether or not they want BID Renewal to go to ballot. If 51% of the weighted vote (weights are determined by assessment contribution) is in favor of BID Renewal going to ballot, ballots will be sent to all eligible voters.

It's a bit convoluted, but that's the way the process works. Happy to answer additional questions if you have any.

Have a great weekend!

Best,

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

From: Joe Rank <joerank@acajoe.com>
Date: Friday, April 7, 2017 at 10:58 AM
To: Ellen Riotto <ellen@southpark.la>
Cc: Francis Langlois <flanglois@actionlife.com>
Subject: FW: Tonight South Park Renewal Q&A on the 4th Floor Pool Terrace Area!

Dear Ms. Riotto,

Could you please define the “petition phase” of your renewal application?

Thank you.

Joe Rank

From: Luma Notifications [<mailto:LumaNotifications@actionlife.com>]
Sent: Wednesday, April 05, 2017 10:13 AM
Subject: Tonight South Park Renewal Q&A on the 4th Floor Pool Terrace Area!

Error! Filename not specified.

Dear Luma Residents,

South Park BID will be here tonight at 7:00pm on the 4th floor pool terrace to answer all your questions regarding their operations and to discuss their upcoming renewal.

All Luma and Elleven residents are invited!

Attached is a letter from Ellen Riotto, explaining in greater detail the renewal process.

Sincerely,
Luma HOA

If you need assistance, please feel free to contact us at

frontdesk@lumahoa.com or call us at **(213) 742-0387**.

****CONFIDENTIALITY NOTICE:** This electronic message is intended to be viewed only by the individual to whom it is addressed. It may contain information that is confidential and exempt from disclosure under applicable law. Any dissemination, distribution or copying of this communication is strictly prohibited. If the reader of this message is not the intended recipient or you receive this communication in error, please notify us immediately by return e-mail and delete the original message and any copies of it from your computer system. **** ****For further information about Action Property Management, please see our website at www.actionlife.com or refer to any of our offices. Thank you. ******

Subject: Re: FW: Tonight South Park Renewal Q&A on the 4th Floor Pool Terrace Area!
Date: Friday, April 7, 2017 at 3:06:04 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
Attachments: image001.png

Unfortunately I can't do a detailed response today. Please refer to the SP MDP. All this info is in there. Most people can understand it if you send them the document and point them to the right pages.

On Apr 7, 2017 2:59 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Tara - Could you help me craft a response to this?

Thanks!

From: "joerank@acajoe.com" <joerank@acajoe.com>
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To: Ellen Riotto <ellen@southpark.la>
Cc: Francis Langlois <flanglois@actionlife.com>, Joe Rank <joerank@acajoe.com>
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Hope that helps. Please let me know if there's anything else!

Best,

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From: Joe Rank <joerank@acajoe.com>

Date: Friday, April 7, 2017 at 1:10 PM

To: Ellen Riotto <ellen@southpark.la>

Cc: Francis Langlois <flanglois@actionlife.com>

Subject: RE: Tonight South Park Renewal Q&A on the 4th Floor Pool Terrace Area!

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1. When and how will we receive the petitions?
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Have a great weekend!

Best,

Ellen

Ellen Riotto

Interim Executive Director



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southpark.la | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

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To: Ellen Riotto <ellen@southpark.la>
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Subject: Re: SPBID Board mtg
Date: Friday, April 7, 2017 at 1:51:23 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
Attachments: image001.png

Ellen:

My apologies for the delay. I spent much of yesterday and will be spending more time today at the hospital with a close friend.

I will provide a more detailed update on Sunday or Monday.

Yes, I would prefer to do one meeting, and as we did SPII last time, I agree with you that it would be best to do the full Board meeting this time. Please send me the information or a calendar appointment so I can save the date/time.

On Apr 6, 2017 3:13 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Hi Tara,

Hope you're well. We have an SPII committee meeting next Wednesday 4/12 at 9am. Our Committee Chair would like an update on the milestones that were presented when you last attended, and a high-level discussion of where we're at. Are you able to attend?

My preference is to deliver that update via email to the Committee, and have you attend and present at the full Board meeting at the end of the month (April 27). Obviously it would be great to have you at both, but I understand if you can only commit to one. Please let me know as soon as possible.

Thanks,

Ellen

Ellen Riotto

Interim Executive Director



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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: Weekly update

Date: Tuesday, April 4, 2017 at 5:01:41 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

No. I expect to receive first-round comments on Thursday.

On Apr 3, 2017 10:28 AM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thank you. Has it been edited from what you shared with me last week?

Ellen Riotto
Interim Executive Director
South Park BID
1100 S Flower St, Suite #3400, Los Angeles, CA 90015
o. [213-663-1112](tel:213-663-1112)
c. [401-439-8147](tel:401-439-8147)
24/7: [866-560-9346](tel:866-560-9346)
Sent from my iPhone

> On Apr 3, 2017, at 10:22 AM, Tara Devine <tara@devine-strategies.com> wrote:

>

> Clerk has acknowledged receipt and is beginning review. I don't yet have a timetable for their review...several staff will be reviewing. Rick was out Friday but should be back today.

>

> I will catch up on any other outstanding emails starting Tuesday evening. I am in the field all day today and most of tomorrow.

Subject: Weekly update

Date: Monday, April 3, 2017 at 10:21:56 AM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

Clerk has acknowledged receipt and is beginning review. I don't yet have a timetable for their review...several staff will be reviewing. Rick was out Friday but should be back today.

I will catch up on any other outstanding emails starting Tuesday evening. I am in the field all day today and most of tomorrow.

Subject: Re: Update
Date: Friday, March 31, 2017 at 12:46:52 AM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
Attachments: 2017.03.31 SP MDP original - as submitted to Clerk.pdf, 2017.03.31 SoPark BID ER v1.0 3-31-17 12.20 am.pdf

I just submitted the drafts to the Clerk . They are attached. **Please do not distribute to anyone. As we go through review, these documents may change substantially.** At this point, they almost certainly contain some errors (potentially even large ones) as well, due to their inherent complexity.

We may uncover parcel changes or corrections that will significantly affect the final budget and final parcel assessments herein. Based on my experience, owners can get upset over drafts vs. finals. When people see something in writing, they want to "take it to the bank." This is NOT bankable. Distributing a draft , especially a first draft, is highly likely to create questions and potentially headaches for both of us.

I ended up having to move a lot of things this week to be available for this. Now I have to pay the price for it. So please bear with me as I will be out of the office on Friday and the first half of Monday for a mix of client and personal appointments, and also stare down another client deadline for Tuesday.

On Thu, Mar 30, 2017 at 10:35 AM, Ellen Riotto <ellen@southpark.la> wrote:

OK. Thank you

From: Tara Devine <tara@devine-strategies.com>
Date: Thursday, March 30, 2017 at 1:51 AM

To: Ellen Riotto <ellen@southpark.la>
Subject: Re: Update

I just got Ed's draft ER. Tomorrow will be a busy day for me. I am hoping we can wrap and submit Thursday evening/Friday morning.

On Mar 28, 2017 12:10 AM, "Tara Devine" <tara@devine-strategies.com> wrote:

Late evening update/insight into our world. Ed discovered a \$4 error. Not hard to fix, but we will both have to replace almost all our tables and a bunch of \$ amounts in text tomorrow....we will get there but I think Weds is more realistic.

On Mar 27, 2017 11:59 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Appreciate the update

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

On Mar 27, 2017, at 10:55 PM, Tara Devine <tara@devine-strategies.com> wrote:

I have rec'd a VERY rough 1st draft from Ed as of 9pm. It still has a long way to go. He does hope to complete it tomorrow, but I don't see it being complete before tomorrow afternoon/night. I have stayed current with all the MDP edits that I can make as he has gotten me various pieces of his work, and I am 99% current on all his questions and comments except one (he raised one minor technical issue I want to think about overnight.) So I am working as concurrently with him as I can. Thankfully we have worked together a lot and this goes pretty smoothly. We will continue this tomorrow. We might finish tomorrow, but based on what remains, I expect we may not be submitting until Weds. This is based on my best estimate of the work that remains for Ed and for myself. I can estimate mine much more reliably than Ed's, so I will keep you posted.

Mon, Mar 27, 2017 at 7:56 PM, Tara Devine <tara@devine-strategies.com> wrote:

I have not yet rec'd a first draft ER from Ed.
Within the next two hours, I will wrap up on all the edits to the MDP that I can do for now, until I get the ER.
There will be more changes once I get the ER, and assuming no outstanding questions (which there may be), we will still each need another pass to proof and paginate/cross-reference/update table of contents, etc.

I have cleared my Tuesday in the hopes we will finish sometime tomorrow. (10am is not going to happen.)

On Mon, Mar 27, 2017 at 2:26 PM, Ellen Riotto <ellen@southpark.la> wrote:

Thanks for the update, Tara.

From: Tara Devine <tara@devine-strategies.com>
Date: Monday, March 27, 2017 at 1:33 AM
To: Ellen Riotto <ellen@southpark.la>
Subject: Re: Update

I have the majority of Ed's charts and the general benefit calculation now, and will be working on incorporating those into my MDP first thing in the morning.
I do not yet have an ER draft, but hope to see that tomorrow. I'll keep you posted, but just know that I will not be reading almost any incoming emails tomorrow.

On Sun, Mar 26, 2017 at 2:05 PM, Tara Devine <tara@devine-strategies.com> wrote:

Ellen:

I am sending this weekly update early because I expect to be working on nothing but South Park tomorrow to try to meet the Tues @ 10am deadline.

Over the past week, Ed has sent his (usual) periodic questions and we've had discussions daily about many items. I have responded to every email within a few hours, often less, to keep things moving. He originally expected to have the draft ER to me on Saturday midday. That was revised to today, and I suspect it will be very late tonight or even tomorrow morning.

As a result, I'm working on other client work today to clear the deck for Monday.

That means I won't be responding to emails for a bit. I believe I have one or two other unanswered emails from you...I will respond on those asap after we submit. Thanks for your patience as I prioritize the MDP/ER submission.

Also, no need to respond now, but it would be good (if you have not already) to have a near-final draft of the cover letter and the promotional piece. I am happy to review drafts before they are finalized if you wish. General advice is to try to keep both to one page, or no more than two. Promo should catch the eye and provide very succinct data on services most of interest to owners, and achievements since last renewal. I think petition is still a minimum of 4 weeks away, but it's always better to be ready to go. There will also be copious printing for the packages, so documents finalized and printed early are helpful to us all. After the MDP/ER submission is done, I will loop back with you and Katie on petition package prep.

Subject: Re: Update

Date: Thursday, March 30, 2017 at 1:51:11 AM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

I just got Ed's draft ER. Tomorrow will be a busy day for me. I am hoping we can wrap and submit Thursday evening/Friday morning.

On Mar 28, 2017 12:10 AM, "Tara Devine" <tara@devine-strategies.com> wrote:

Late evening update/insight into our world. Ed discovered a \$4 error. Not hard to fix, but we will both have to replace almost all our tables and a bunch of \$ amounts in text tomorrow....we will get there but I think Weds is more realistic.

On Mar 27, 2017 11:59 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Appreciate the update

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

On Mar 27, 2017, at 10:55 PM, Tara Devine <tara@devine-strategies.com> wrote:

I have rec'd a VERY rough 1st draft from Ed as of 9pm. It still has a long way to go. He does hope to complete it tomorrow, but I don't see it being complete before tomorrow afternoon/night. I have stayed current with all the MDP edits that I can make as he has gotten me various pieces of his work, and I am 99% current on all his questions and comments except one (he raised one minor technical issue I want to think about overnight.) So I am working as concurrently with him as I can. Thankfully we have worked together a lot and this goes pretty smoothly. We will continue this tomorrow. We might finish tomorrow, but based on what remains, I expect we may not be submitting until Weds. This is based on my best estimate of the work that remains for Ed and for myself. I can estimate mine much more reliably than Ed's, so I will keep you posted.

Mon, Mar 27, 2017 at 7:56 PM, Tara Devine <tara@devine-strategies.com> wrote:

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Within the next two hours, I will wrap up on all the edits to the MDP that I can do for now, until I get the ER.

There will be more changes once I get the ER, and assuming no outstanding questions (which there may be), we will still each need another pass to proof and paginate/cross-reference/update table of contents, etc.

I have cleared my Tuesday in the hopes we will finish sometime tomorrow. (10am is not going to happen.)

On Mon, Mar 27, 2017 at 2:26 PM, Ellen Riotto <ellen@southpark.la> wrote:

Thanks for the update, Tara.

From: Tara Devine <tara@devine-strategies.com>

Date: Monday, March 27, 2017 at 1:33 AM

To: Ellen Riotto <ellen@southpark.la>

Subject: Re: Update

I have the majority of Ed's charts and the general benefit calculation now, and will be working on incorporating those into my MDP first thing in the morning.
I do not yet have an ER draft, but hope to see that tomorrow. I'll keep you posted, but just know that I will not be reading almost any incoming emails tomorrow.

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Ellen:

I am sending this weekly update early because I expect to be working on nothing but South Park tomorrow to try to meet the Tues @ 10am deadline.

Over the past week, Ed has sent his (usual) periodic questions and we've had discussions daily about many items. I have responded to every email within a few hours, often less, to keep things moving. He originally expected to have the draft ER to me on Saturday midday. That was revised to today, and I suspect it will be very late tonight or even tomorrow morning.

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Also, no need to respond now, but it would be good (if you have not already) to have a near-final draft of the cover letter and the promotional piece. I am happy to review drafts before they are finalized if you wish. General advice is to try to keep both to one page, or no more than two. Promo should catch the eye and provide very succinct data on services most of interest to owners, and achievements since last renewal. I think petition is still a minimum of 4 weeks away, but it's always better to be ready to go. There will also be copious printing for the packages, so documents finalized and printed early are helpful to us all. After the MDP/ER submission is done, I will loop back with you and Katie on petition package prep.

Subject: Re: Update

Date: Tuesday, March 28, 2017 at 12:10:56 AM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

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Subject: Re: Update

Date: Monday, March 27, 2017 at 10:54:50 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

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Subject: Re: Update

Date: Monday, March 27, 2017 at 7:56:02 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

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Subject: Re: Update

Date: Monday, March 27, 2017 at 1:33:05 AM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

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Subject: Update

Date: Sunday, March 26, 2017 at 2:05:07 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

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Subject: Re: Weekly update

Date: Wednesday, March 22, 2017 at 8:43:31 AM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

Ed is wrapping up general benefit calculation and related charts. It certainly looks to me like most of my work will fall on the upcoming weekend.

As it turns out, Monday is a city holiday, so we are looking to submit by Tuesday 3/28 at 9 am.

On Mar 21, 2017 10:02 PM, "Tara Devine" <tara@devine-strategies.com> wrote:

My apologies for the delay on the weekly update. I am awaiting an update from Ed, and expect I will hear from him tomorrow.

Subject: Weekly update

Date: Tuesday, March 21, 2017 at 10:02:28 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

My apologies for the delay on the weekly update. I am awaiting an update from Ed, and expect I will hear from him tomorrow.

Subject: Re: New BID map

Date: Friday, March 17, 2017 at 4:11:58 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

The Clerk specifically only wants those APNs used in the boundary description. If you read our boundary description, you will see that boundaries are described only with APNs where strictly necessary. Otherwise we use the street names, etc.

It makes it easy for them to proof the boundary description (and for any other insane person who chooses to read it for some reason.)

On Mar 17, 2017 2:16 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thanks Tara. For clarification, why aren't all APNs for properties on the boundary line identified?

From: Tara Devine <tara@devine-strategies.com>

Date: Wednesday, March 15, 2017 at 4:01 PM

To: Ellen Riotto <ellen@southpark.la>

Subject: New BID map

FYI - the map changes are complete as of this afternoon.

-- The Clerk may request changes, or we may find revisions before it becomes final.

-- You will see select APNs labeled because the Clerk asks that we label any APNs that we use in the legal boundary description of the MDP/ER.

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St.,#110-293
Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

tara@devine-strategies.com

Making it easier for you with STRATEGIC CONSULTING SERVICES

Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: New BID map
Date: Wednesday, March 15, 2017 at 4:01:53 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
Attachments: SouthParkBID2018-2022_d317 v2.pdf

FYI - the map changes are complete as of this afternoon.

-- The Clerk may request changes, or we may find revisions before it becomes final.

-- You will see select APNs labeled because the Clerk asks that we label any APNs that we use in the legal boundary description of the MDP/ER.

Warmest regards,

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Re: SP/SPII Joint Renewal Invoice #4

Date: Friday, March 17, 2017 at 4:08:37 PM Pacific Daylight Time

From: Tara Devine

To: Katie Kiefer

CC: Ellen Riotto

I am all set up for EFT on Bill.com

Thanks!

Have a great weekend, and Happy St. Paddy's...

On Mar 17, 2017 2:38 PM, "Katie Kiefer" <katie@southpark.la> wrote:

Tara are you setup with EFT to receive payments quicker? Or have you been receiving checks?

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Ellen Riotto <ellen@southpark.la>

Date: Friday, March 17, 2017 at 12:23 PM

To: Tara Devine <tara@devine-strategies.com>, Katie Kiefer <katie@southpark.la>

Subject: Re: SP/SPII Joint Renewal Invoice #4

Thanks Tara. This will be processed on Monday.

From: Tara Devine <tara@devine-strategies.com>

Date: Friday, March 17, 2017 at 9:55 AM

To: Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>

Subject: SP/SPII Joint Renewal Invoice #4

This is our second invoice for this project. It covers 40 main contract hours + 34 database hours (supplemental work to bring 2011 SP dbase and 2015 SPII dbase up to 2017 level.)

If you can expedite this and get it paid asap in return for our additional weekend work on the MDP/ER, I would appreciate that very much. Thank you!

Warmest regards,

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tara@devine-strategies.com

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: SP/SPII Joint Renewal Invoice #4
Date: Friday, March 17, 2017 at 9:55:25 AM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto, Katie Kiefer
Attachments: 2017.03.16 INVOICE SPSG34.pdf

This is our second invoice for this project. It covers 40 main contract hours + 34 database hours (supplemental work to bring 2011 SP dbase and 2015 SPII dbase up to 2017 level.)

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Database
Date: Wednesday, March 15, 2017 at 1:50:37 PM Pacific Daylight Time
From: Tara Devine
To: Ellen Riotto
Attachments: South Park BID Renewal - APN sort dbase v2.2 3-7-17 2PM.xlsx

This is the latest version I have - about 1 week old. Minor work continues; the next iteration will be ready to accompany the submission of the MDP and ER.

Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
645 West Ninth St.,#110-293
Los Angeles, CA 90015
310.430.5121
tara@devine-strategies.com

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Re: Follow up

Date: Wednesday, March 15, 2017 at 11:04:31 AM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

I am going to assume we are sticking with our original call time of 1:15 pm and that you will initiate it. 3104305121 is best for me

On Mar 14, 2017 11:32 PM, "Tara Devine" <tara@devine-strategies.com> wrote:

I have booked a 10am conference call, but remain open 11-3 tomorrow. Let me know what works for you.

For the call, you can reach me at [310-430-5121](tel:310-430-5121).

On Mar 14, 2017 5:35 PM, "Tara Devine" <tara@devine-strategies.com> wrote:

I am not, but I am open after 10am, all the way up until our original time.

On Mar 14, 2017 3:25 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Unfortunately not. How abt first thing tomorrow am? 8:30?

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)

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Sent from my iPhone

On Mar 14, 2017, at 3:20 PM, Tara Devine <tara@devine-strategies.com> wrote:

I was really trying to squeeze it in, but my meeting is unfortunately running over time. Are you available between 6-7 or after 9pm?

On Mar 14, 2017 10:47 AM, "Ellen Riotto" <ellen@southpark.la> wrote:

3:30 works! Thanks. What's the best number to reach you on?

Ellen Riotto

Interim Executive Director

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On Mar 14, 2017, at 9:37 AM, Tara Devine <tara@devine-strategies.com> wrote:

It looks like I will have a couple of gaps and will be free 3:30-4 or 6-7. Either work?

On Mar 13, 2017 2:06 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thanks Tara.

I saw Miranda on Thursday at our BID Consortium meeting, and she let me know that since the database was approved a couple weeks ago, it might be possible for us to still make the window to avoid manual billing. She seemed confident that if we submitted the ER and MDP by 3/20, her office could turn it around in time. I know it's tight, but if it's possible I'd really like to pursue. If it's a matter of higher compensation I'm open to that as well. Any chance you can talk sooner than our Wed call?

Thanks!

Ellen

From: Tara Devine <tara@devine-strategies.com>
Date: Monday, March 13, 2017 at 12:26 PM
To: Katie Kiefer <katie@southpark.la>
Cc: Ellen Riotto <ellen@southpark.la>
Subject: Re: Follow up

\$35/hr, but let's discuss Weds how we can be strategic about it and establish the right budget and scope.

I have very limited availability today and tomorrow due to meetings and a deadline but Weds and Thurs are pretty clear.

On Mar 13, 2017 12:22 PM, "Katie Kiefer" <katie@southpark.la> wrote:

Tara wanted to circle back with you on the owner research quote.

THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Tara Devine <tara@devine-strategies.com>

Date: Thursday, February 16, 2017 at 11:02 AM

To: Katie Kiefer <katie@southpark.la>

Cc: Ellen Riotto <ellen@southpark.la>

Subject: Re: Follow up

1) I should have a quote for you on property owner research by early next week.

2) The short answer to the whole bit about Rick is that is known and addressed.

3) On timeline, it is unlikely. We will continue to press to make up any time we can, but based on my past experience, it is highly unlikely.

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o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

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Subject: Re: Follow up

Date: Tuesday, March 14, 2017 at 11:32:17 PM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

I have booked a 10am conference call, but remain open 11-3 tomorrow. Let me know what works for you.

For the call, you can reach me at 310-430-5121.

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I saw Miranda on Thursday at our BID Consortium meeting, and she let me know that since the database was approved a couple weeks ago, it might be possible for us to still make the window to avoid manual billing. She seemed confident that if we submitted the ER and MDP by 3/20, her office could turn it around in time. I know it's tight, but if it's possible I'd really like to pursue. If it's a matter of higher compensation I'm open to that as well. Any chance you can talk sooner than our Wed call?

Thanks!

Ellen

From: Tara Devine <tara@devine-strategies.com>

Date: Monday, March 13, 2017 at 12:26 PM

To: Katie Kiefer <katie@southpark.la>

Cc: Ellen Riotto <ellen@southpark.la>

Subject: Re: Follow up

\$35/hr, but let's discuss Weds how we can be strategic about it and establish the right budget and scope.

I have very limited availability today and tomorrow due to meetings and a deadline but Weds and Thurs are pretty clear.

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Tara wanted to circle back with you on the owner research quote.

THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Tara Devine <tara@devine-strategies.com>

Date: Thursday, February 16, 2017 at 11:02 AM

To: Katie Kiefer <katie@southpark.la>

Cc: Ellen Riotto <ellen@southpark.la>

Subject: Re: Follow up

1) I should have a quote for you on property owner research by early next week.

2) The short answer to the whole bit about Rick is that is known and addressed.

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Katie Kiefer

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From: Katie Kiefer <katie@southpark.la>

Date: Thursday, February 9, 2017 at 6:11 PM

To: Ellen Riotto <ellen@southpark.la>, Tara Devine <tara@devine-strategies.com>

Subject: Re: Follow up

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24/7 DISPATCH: [866-560-9346](tel:8665609346)

| | | |

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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: Follow up
Date: Thursday, February 16, 2017 at 11:02:23 AM Pacific Standard Time
From: Tara Devine
To: Katie Kiefer
CC: Ellen Riotto
Attachments: image001.png

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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: Follow up
Date: Thursday, February 9, 2017 at 9:50:32 AM Pacific Standard Time
From: Tara Devine
To: Ellen Riotto
CC: Katie Kiefer
Attachments: image001.png

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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Weekly update

Date: Monday, March 13, 2017 at 10:38:56 AM Pacific Daylight Time

From: Tara Devine

To: Ellen Riotto

We have received database approval from the Clerk's office, which has allowed Ed to start working on some formatting cleanup, developing his tables, and calculating the general benefit.

On my end, I expect to have the latest map done this week. Depending on how far Ed gets and how quickly, I expect to be able to start at least some of the work on my tables late this week or early next.

My best estimate is that we hope to submit the MDP and ER within 2-3 weeks. The caveat is that unforeseen issues can arise that must be addressed and can affect the timetable, but I'll keep you informed along the way.

Subject: Re: Budget
Date: Friday, March 10, 2017 at 12:46:22 PM Pacific Standard Time
From: Tara Devine
To: Ellen Riotto
Attachments: image001.png

Perfect.

On Mar 10, 2017 11:57 AM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thoughts/advice are what I'm looking for! How about Wed at 1:15pm?

Thanks!

From: Tara Devine <tara@devine-strategies.com>
Date: Friday, March 10, 2017 at 10:56 AM
To: Ellen Riotto <ellen@southpark.la>
Subject: Re: Budget

We are moving into management consulting services here, rather than renewal services (this is more so about long-term planning than renewal.) I don't have a simple answer for you, but I do have some thoughts/advice.

I can do a call on Weds. anytime after 11, Thurs after 2pm, or Fri anytime.

On Mar 9, 2017 10:15 AM, "Ellen Riotto" <ellen@southpark.la> wrote:

Hi Tara,

I'd like to have a quick convo with you regarding budget for renewal. I'm asking our clean and safe vendors to help project services needed from 2018-2023, based on known development/growth. In your experience, is this the appropriate approach? Or should we take the assessment and work our way backwards?

Thanks for the insight

Ellen

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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: Weekly update

Date: Wednesday, March 8, 2017 at 8:13:52 AM Pacific Standard Time

From: Tara Devine

To: Ellen Riotto

I will ask Ed if he has an estimate. At this juncture, the timeline is more than 50% up to him. My remaining work will be done spread out over the course of his timeline, 4 hours here, a day there, etc.

On Mar 7, 2017 6:50 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

So the next big bench mark is submitting to clerks office for approval, then we send out petitions? Realistically, how many weeks away is that, considering the remaining tables and analyses?

Thanks

Ellen

Ellen Riotto

Interim Executive Director

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24/7: [866-560-9346](tel:8665609346)

Sent from my iPhone

On Mar 7, 2017, at 3:23 PM, Tara Devine <tara@devine-strategies.com> wrote:

I update my MDP - with an approved database, I can do more than half of my tables, and insert most missing #s. I hope to be working on this late this week/early next.

Simultaneously, Ed will then be able to work on a few other tables and the general benefit analysis.

Then we go back and forth a couple of times with our documents (various questions for each other and usually 2 rounds of edits), as some of his ER content comes from my MDP, and also vice versa.

Once our documents are complete and integration is resolved, we can submit to the city.

On Mar 7, 2017 2:52 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thanks Tara.

After City Clerk approves, what are next steps?

From: Tara Devine <tara@devine-strategies.com>

Date: Tuesday, March 7, 2017 at 8:57 AM

To: Ellen Riotto <ellen@southpark.la>

Subject: Re: Weekly update

In the 4th sentence, "is" should read "if."

On Tue, Mar 7, 2017 at 8:56 AM, Tara Devine <tara@devine-strategies.com> wrote:

The database is under review by the Clerk. They sent a list of 14 parcels that they asked Ed to look at, which Ed already has, and responded. Those are resolved. I am trying to ascertain from the Clerk is those are interim edits or final edits. I will update when I hear back. Final edits would allow Ed to work on the ER, and also allow me to begin plugging in the tables and numbers in my MDP.

The new combined map for the MDP/ER is nearly complete. There is one correction that needs to be made, and the map APNs need to be relabeled in the way the Clerk prefers them to be shown. I expect that will be complete this week.

Warmest regards,

TARA DEVINE

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645 West Ninth St.,#110-293
Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

tara@devine-strategies.com

Making it easier for you with STRATEGIC CONSULTING SERVICES

Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Re: Weekly update

Date: Tuesday, March 7, 2017 at 3:23:25 PM Pacific Standard Time

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To: Ellen Riotto

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Subject: Re: Weekly update

Date: Tuesday, March 7, 2017 at 8:57:28 AM Pacific Standard Time

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To: Ellen Riotto

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Subject: Weekly update

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From: Tara Devine

To: Ellen Riotto

The database is under review by the Clerk. They sent a list of 14 parcels that they asked Ed to look at, which Ed already has, and responded. Those are resolved. I am trying to ascertain from the Clerk if those are interim edits or final edits. I will update when I hear back. Final edits would allow Ed to work on the ER, and also allow me to begin plugging in the tables and numbers in my MDP.

The new combined map for the MDP/ER is nearly complete. There is one correction that needs to be made, and the map APNs need to be relabeled in the way the Clerk prefers them to be shown. I expect that will be complete this week.

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

310.430.5121

tara@devine-strategies.com

Making it easier for you with STRATEGIC CONSULTING SERVICES

Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Re: Update

Date: Wednesday, March 1, 2017 at 2:25:46 PM Pacific Standard Time

From: Tara Devine

To: Ellen Riotto

No, that's fine with me.

On Mar 1, 2017 1:53 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thanks for the update, Tara.

Wanted to run something by you: after the board meeting last week, Paul Keller asked that I give Mack Urban weekly updates on this. Are you ok with me using the language you send to me as my update, or would you rather I repurpose?

Thanks,

Ellen

From: Tara Devine <tara@devine-strategies.com>
Date: Wednesday, March 1, 2017 at 1:47 PM
To: Ellen Riotto <ellen@southpark.la>
Subject: Re: Update

Good news: Ed actually submitted the database yesterday, a day ahead of schedule.

Bad: The staff person who reviews it is out on jury duty today. Both he and his supervisor were out yesterday.

Good: His supervisor preliminarily reviewed it today, in his absence.

Bad: Our database is pretty huge, and complex enough that he does not want to take it over unless staff will be out beyond this week. (This is not an wholly unreasonable POV if the delay is brief; database review is very technical; there would be a learning curve for him to get up to speed, and there might be a lot more back-and-forth time with the engineer to get things squared.)

Know: I will check in every two business days until I know the database is under review so that we do not have any significant delay.

On Mon, Feb 27, 2017 at 10:34 PM, Tara Devine <tara@devine-strategies.com> wrote:

I just heard from Ed. Brief news, but good news. He is nearly finished and expects to re-submit the database by Weds. I will update you again then.

On Mon, Feb 27, 2017 at 8:42 PM, Tara Devine <tara@devine-strategies.com> wrote:

Unfortunately I have not received an update from Ed yet, although I requested one over the weekend. It is unusual not to hear from him within 24-36 hours, so I will try contacting him again and update you as soon as I hear back.

Warmest regards,

TARA DEVINE

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[310.430.5121](tel:310.430.5121)

tara@devine-strategies.com

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Re: Update

Date: Wednesday, March 1, 2017 at 1:47:20 PM Pacific Standard Time

From: Tara Devine

To: Ellen Riotto

Good news: Ed actually submitted the database yesterday, a day ahead of schedule.

Bad: The staff person who reviews it is out on jury duty today. Both he and his supervisor were out yesterday.

Good: His supervisor preliminarily reviewed it today, in his absence.

Bad: Our database is pretty huge, and complex enough that he does not want to take it over unless staff will be out beyond this week. (This is not an wholly unreasonable POV if the delay is brief; database review is very technical; there would be a learning curve for him to get up to speed, and there might be a lot more back-and-forth time with the engineer to get things squared.)

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tara@devine-strategies.com

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Re: Update

Date: Monday, February 27, 2017 at 10:34:49 PM Pacific Standard Time

From: Tara Devine

To: Ellen Riotto

I just heard from Ed. Brief news, but good news. He is nearly finished and expects to re-submit the database by Weds. I will update you again then.

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TARA DEVINE
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Los Angeles, CA 90015
[310.430.5121](tel:310.430.5121)
tara@devine-strategies.com

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Update

Date: Monday, February 27, 2017 at 8:42:35 PM Pacific Standard Time

From: Tara Devine

To: Ellen Riotto

Unfortunately I have not received an update from Ed yet, although I requested one over the weekend. It is unusual not to hear from him within 24-36 hours, so I will try contacting him again and update you as soon as I hear back.

Warmest regards,

TARA DEVINE
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310.430.5121
tara@devine-strategies.com

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

Subject: Re: FW: SPSG SP & SPII
Date: Wednesday, March 1, 2017 at 1:37:46 PM Pacific Standard Time
From: Tara Devine
To: Ellen Riotto
Attachments: image001.png

My short answer to the issue raised is that, per state/local BID law, the BID assessment is based on what has been recorded with the LA County Assessor. Once any residential condo subdivision has been recorded with the LA County Assessor, the residential condo rate would then apply to all those new parcels/condos. That assessment will appear on the property tax bill of the legal owner of record at the time of the bill issuance. I hope that helps.

If more information/discussion is needed, let me know. I have some availability on both Tues and Weds next week.

Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
645 West Ninth St.,#110-293
Los Angeles, CA 90015
310.430.5121
tara@devine-strategies.com

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On Wed, Mar 1, 2017 at 10:45 AM, Ellen Riotto <ellen@southpark.la> wrote:

Hi Tara,

Please see below. Can you let me know some times that work for you next week to jump on a call with Mack Urban?

Thanks,

Ellen

From: Mark Wareham <mwareham@mackurban.com>
Date: Wednesday, March 1, 2017 at 8:50 AM
To: Ellen Riotto <ellen@southpark.la>
Cc: Paul Keller <pkeller@mackurban.com>, Kevin Lindquist <klindquist@mackurban.com>, John Gunn <jgunn@mackurban.com>, Paul Chambers <pchambers@mucommunities.com>
Subject: SPSG SP & SPII

Hello Ellen,

Further to the February 8th SPSG South Park BID II Committee meeting, please schedule a meeting with Divine Strategies to confirm apartment projects are properly assessed consistent with State and City requirements as outlined below.

Subdivisions of property are created by subdivision maps and are regulated by both the California Government Code (Subdivision Map Act) and the City of Los Angeles (Subdivision Ordinance in the LAMC).

Creating subdivided property – whether for single-family home ownership or condominium ownership – starts with the filing of a tentative tract map. Tentative tract maps can be “vesting” or “non-vesting” tract maps. Filing a vesting tentative tract map gives a vested right to the subdivider/applicant to complete the development proposal, and for this reason, a non-vesting tract map is almost never filed (certainly not in the City of LA).

As mentioned above, a vesting tentative tract map can be filed for single-family developments (think of fee simple homes sitting on their own plots of land) or they can be filed for condominium ownership. Although it's possible that condominium ownership can apply to detached housing units, typically such units are attached and they often look like apartment buildings. In those cases, while the units might appear to be rental units, they do, in fact, have individual home ownership where each owner owns his condo unit and also a part of the common areas within the project.

Sometimes, vesting tentative tract maps create airspace lots. These lots are different from condominium ownership. In the simplest terms airspace lots create cubes of ownership in three dimensions. Typically, such vesting tentative tract maps would create airspace lots for different uses with a building. For example, a subdivider might create an airspace lot for subterranean parking, another airspace lot for ground floor retail space, and a third airspace lot for residential units above the ground floor.

Such vesting tentative tract map with airspace lots may or may not have condominium units. For example, if an airspace subdivision map created a lot for residential purposes, that airspace lot might contain apartment units or might contain condominium units.

A (vesting) tentative tract map is a discretionary process and requires a public hearing. Once the tentative map is approved, the subdivider must then clear the conditions of approval and begin to prepare the final tract map. The final tract map is not discretionary. That is, the final map cannot be denied by the City if all the conditions of the tentative tract map have been cleared. Once the final map is approved by the City Council, it then is recorded with the County Recorder.

Upon recordation of the final tract map, the subdivider can then legally sell “parts” (or separate lots) of the subdivided property. For example, if a final map is recorded for individual single-family lots, then these lots can be sold to separate buyers. If the tract map was for an airspace subdivision, then individual airspace lots can be sold. If the tract map was for condominium purposes, then individual condo units can be sold.

Condominium units are only sold after a condominium plan is prepared and recorded and processed through the California Department of Real Estate.

Finally, developers often seek this approval as an “exit strategy” because there is really no additional cost for the privilege of selling condo units if the developer eventually chooses to do so; and with the condo approval, the developer can sell individual units in the future without going through any City discretionary approval process. (This is based on currently planning legislation.) What developers will do, then, is seek a building permit and certificate of occupancy for apartments (this allows the developer to begin construction prior to the final map recordation). However, in order to sell the units as condos, he will have to obtain a revised certificate of occupancy for condominiums from the Building Department.

Therefore, consistent with State and City requirements, the MDP needs to be clear that apartment projects will be assessed as “apartments” unless or until a condominium plan is prepared, recorded and processed through the California Department of Real Estate.

Thank you,

Mark

MARK A. WAREHAM

Senior Vice President, Planning & Design

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4322](tel:2135424322)

C [818 621 2896](tel:8186212896)

F [213 437 0474](tel:2134370474)

mwareham@mackurban.com



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electronic communication policy. Please see the link below for more info:

[E Mail Privacy/Confidentiality Notice](#)

Subject: Weekly update

Date: Tuesday, February 21, 2017 at 5:39:31 PM Pacific Standard Time

From: Tara Devine

To: Ellen Riotto

From Ed: I am still plugging away on the SP dbase corrections - many of the corrections needed are related to the sort disaster I had back a few months that I thought were all corrected in mid-December, but I didn't catch them all. Others are the City Clerk not applying the formula correctly in the SP I zones - so I am having to check and respond to each of those. I will give you another update this week as I continue to sift through all of the Clerk's notes. It's tricky because the Clerk - rather than just adding a column with his notes and another with new data to my dbase - he set up a brand new dbase just with select columns and re-sorted in a different order than mine - so in order to make the corrections on my version - I have to keep browsing through the 2000+ APNs to sync his corrections to my dbase.

No updates this week on my end as I wait for Ed and Clerk's office on database.

My apologies - I do not think I sent an update on 2/6. I think that because we had the Board meeting that week, I thought of that as an in-person update in lieu of a written one.

I will send updates each Monday unless Monday is a holiday (then Tuesday.) If I have a particularly busy Monday (usually if I am out of the office,) I may send it on Sunday night or after business hours on Monday evening.

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

310.430.5121

tara@devine-strategies.com

Subject: Re: Emails

Date: Friday, February 17, 2017 at 10:52:33 AM Pacific Standard Time

From: Tara Devine

To: Ellen Riotto

Unfortunately, I have a conflict that does not allow me to be present or to call in on Thurs. Let's discuss on our Tuesday call how best to handle.

On Feb 16, 2017 3:16 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Sorry for that typo. The Board meeting is Thursday 2/23. Are you available to call in?

From: Tara Devine <tara@devine-strategies.com>

Date: Thursday, February 16, 2017 at 2:31 PM

To: Ellen Riotto <ellen@southpark.la>

Subject: Re: Emails

Sorry for the confusion. Two threads in one email. Yes, Tuesday works for our call. Confirmed.

Below you said Thurs 2/30, but I am guessing you meant 3/30? If so, yes, I am available by phone for sure and may be available in person. I have a short trip around that time and have not yet confirmed dates.

On Feb 16, 2017 12:40 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

I was suggesting Tuesday 11:30am to discuss overall project management.

Separately, I'm wondering if you're available to call into the Board Mtg on Thursday 2/30 at 8:30am. Renewal needs to be on the agenda, but we can be flexible about it's placement so that you can call in.

From: Tara Devine <tara@devine-strategies.com>
Date: Thursday, February 16, 2017 at 11:10 AM
To: Ellen Riotto <ellen@southpark.la>
Subject: Re: Emails

I can call into a meeting on Tuesday at 11:30 but cannot be physically present.

Alternatively, we can schedule a conference call with those property owners who have questions.

On Feb 16, 2017 10:02 AM, "Ellen Riotto" <ellen@southpark.la> wrote:

How's Tuesday at 11:30a?

From: Tara Devine <tara@devine-strategies.com>
Date: Wednesday, February 15, 2017 at 9:12 PM
To: Ellen Riotto <ellen@southpark.la>
Subject: Re: Emails

I would also like to set up a call with you for next week to discuss overall project management, etc.

I am fairly open on Tuesday and Thursday. Is there a time that works well for you?

On Wed, Feb 15, 2017 at 9:09 PM, Tara Devine <tara@devine-strategies.com> wrote:

I unfortunately have a conflict next Thursday. If you know your next Board of Directors meeting date, however, I'd be happy to pencil it in now.

I will get caught up on your other emails tomorrow and Friday.

On Tue, Feb 14, 2017 at 2:30 PM, Ellen Riotto <ellen@southpark.la> wrote:

Totally understand. Can you confirm your availability to come to our board meeting next Thursday morning (8:30) to give a similar presentation to the one you gave at SPII Committee meeting?

Thanks,

Ellen

From: Tara Devine <tara@devine-strategies.com>

Date: Tuesday, February 14, 2017 at 2:23 PM

To: Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>

Subject: Emails

Just FYI...I have a few emails from you to which I have not yet replied.

Mon-Weds are jam-packed days in the field/car for me, but I am mostly in the office on Thurs and Fri and will get caught up then.

I spoke to Miranda yesterday and hope to speak to Rick today.

Subject: Re: Emails

Date: Thursday, February 16, 2017 at 2:31:46 PM Pacific Standard Time

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To: Ellen Riotto

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Ellen

From: Tara Devine <tara@devine-strategies.com>
Date: Tuesday, February 14, 2017 at 2:23 PM
To: Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>
Subject: Emails

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Subject: Re: Emails
Date: Thursday, February 16, 2017 at 11:10:52 AM Pacific Standard Time
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To: Ellen Riotto

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To: Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>
Subject: Emails

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Subject: Re: Emails

Date: Wednesday, February 15, 2017 at 9:12:34 PM Pacific Standard Time

From: Tara Devine

To: Ellen Riotto

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I am fairly open on Tuesday and Thursday. Is there a time that works well for you?

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I will get caught up on your other emails tomorrow and Friday.

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Totally understand. Can you confirm your availability to come to our board meeting next Thursday morning (8:30) to give a similar presentation to the one you gave at SPII Committee meeting?

Thanks,

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From: Tara Devine <tara@devine-strategies.com>
Date: Tuesday, February 14, 2017 at 2:23 PM
To: Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>
Subject: Emails

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Subject: Re: Emails

Date: Wednesday, February 15, 2017 at 9:09:16 PM Pacific Standard Time
From: Tara Devine
To: Ellen Riotto
CC: Katie Kiefer

I unfortunately have a conflict next Thursday. If you know your next Board of Directors meeting date, however, I'd be happy to pencil it in now. I will get caught up on your other emails tomorrow and Friday.

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To: Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>
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I spoke to Miranda yesterday and hope to speak to Rick today.

Subject: Emails
Date: Tuesday, February 14, 2017 at 2:23:45 PM Pacific Standard Time
From: Tara Devine
To: Ellen Riotto, Katie Kiefer

Just FYI...I have a few emails from you to which I have not yet replied.

Mon-Weds are jam-packed days in the field/car for me, but I am mostly in the office on Thurs and Fri and will get caught up then.

I spoke to Miranda yesterday and hope to speak to Rick today.

Subject: Renewal update

Date: Monday, February 13, 2017 at 12:25:12 PM Pacific Standard Time

From: Tara Devine

To: Ellen Riotto, Katie Kiefer

Ed has reviewed all of the last (3rd) round of Clerk's database comments and questions, and is now talking to Garen to resolve them. He estimates that it will take most of this week to do that (and it depends on Garen's availability as well.) We cannot do any of the MDP or ER #s or tables until we get an okay. He will begin work on the ER if/when he is waiting on Garen's replies on database.

I will check in with Miranda and Rick to let them know where we are at in the process and see if they are willing to review a text-only MDP, minus the ER (normally they don't.)

I am also working on the revised map. There is a minor issue to investigate and resolve due to a change in parcels that may require an edit to one of the zone boundaries to account for the parcel changes that occurred (most likely due to new development.)

Subject: Re: SPBID past petition packets
Date: Saturday, February 11, 2017 at 11:30:30 PM Pacific Standard Time
From: Tara Devine
To: Katie Kiefer
CC: Ellen Riotto, Wallis Locke
Attachments: image001.png

You can download the South Park II formation packet here:
<https://drive.google.com/drive/folders/0B-OYeQrhQ5AzWWE5WTNvWEYzeEE?usp=sharing>

I handled the SPII formation, so I have a nice, complete packet in one PDF. This is everything that went in the packet, excepting the petition itself (obviously, each packet had a unique petition in it.)

I was not the renewal consultant for the last SP renewal, but I was brought on towards the end of the process to help with some of the property owner outreach, so I do have some of the documents, but not necessarily everything that was in them (Marco LiMandri's firm would have coordinated the mailing.) I did find a few docs, but not a full packet. I created only one of them, the South Park CBID FAQ. I do not believe this was part of Marco's mailed packet, but we did use it during SP renewal outreach, and, as you will see, I did a similar, updated version for SPII (which was included in the packets.) The other documents were not created by me - I assumed but cannot verify that they were created by either the BID or by Marco. Some may be drafts and not final versions, etc, - I have no way to know/verify.

Warmest regards,

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Los Angeles, CA 90015
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On Fri, Feb 10, 2017 at 3:28 PM, Katie Kiefer <katie@southpark.la> wrote:

Tara do you have a copy of the 2012 petition packet or the SPII 2014 packet that was sent out in past renewals? We wanted to get a better visual of what's been done in the past and get started on the cover letter and BID accomplishment 1-pager.

THX.

Katie Kiefer
Operations Manager



South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

katie@southpark.la | o. [213 663 1120](tel:2136631120)

Check out our website: www.southpark.la

fb.com/SouthParkLosAngeles | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: South Park II committee mtg
Date: Tuesday, February 7, 2017 at 11:54:57 PM Pacific Standard Time
From: Tara Devine
To: Ellen Riotto
CC: Katie Kiefer
Attachments: image001.png

Ellen/Katie:

I connected with Ed late this evening. [REDACTED]

[REDACTED] he expects to resume work by Friday. He indicated that he is behind on work for several clients, but will be putting South Park at the top of his list. His best estimate at this time is that he will resubmit the database (3rd submission) next week, and, if we obtain approval quickly, have the ER ready within two additional weeks (he and I go through a back-and-forth process to reconcile the MDP and ER, as they are inter-dependent docs.) My MDP is complete, minus the figures and tables that are derived from the database, and half-dozen or so sections of text that will come from Ed's ER.

I will bring 30 copies of my handouts. I will go through a forensic timeline of events, and then go through an updated timeline for renewal. Lastly, I will discuss the SPII condo assessments/rate.

I will expect to field all of the questions asked about the renewal/timeline unless you desire to interject (please do if you wish to.)

Warmest regards,
Tara

On Tue, Feb 7, 2017 at 2:47 PM, Ellen Riotto <ellen@southpark.la> wrote:

30 should be good. We can always make more here if need be. Thanks.

From: Tara Devine <tara@devine-strategies.com>

Date: Tuesday, February 7, 2017 at 1:26 PM

To: Ellen Riotto <ellen@southpark.la>

Cc: Katie Kiefer <katie@southpark.la>

Subject: Re: South Park II committee mtg

I will be bringing a few minor handouts. How many copies should we bring for tomorrow's meeting?

On Feb 6, 2017 10:52 PM, "Tara Devine" <tara@devine-strategies.com> wrote:

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Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St.,#110-293
Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

tara@devine-strategies.com

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On Mon, Feb 6, 2017 at 2:32 PM, Ellen Riotto <ellen@southpark.la> wrote:

Hi Tara,

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Thanks in advance,

Ellen

From: Tara Devine <tara@devine-strategies.com>

Date: Monday, January 23, 2017 at 3:01 PM

To: Ellen Riotto <ellen@southpark.la>

Cc: Katie Kiefer <katie@southpark.la>, Laronnia Jupiter <laronnia@southpark.la>

Subject: Re: South Park II committee mtg

Got it, thank you.

Please know that I/we appreciate your empathy. Both Ed and I take pride in our work and in not being the delay in what we do. But it's been a brutal helluva year [REDACTED]

11/11/2016

[REDACTED]
[REDACTED]

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Thanks,

Ellen

Ellen Riotto

Interim Executive Director



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ellen@southpark.la | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

southpark.la | fb.com/SouthParkLosAngeles | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: South Park II committee mtg
Date: Tuesday, February 7, 2017 at 1:26:15 PM Pacific Standard Time
From: Tara Devine
To: Ellen Riotto
CC: Katie Kiefer
Attachments: image001.png

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[REDACTED] Ed has been dealing with the ups and downs of his wife's health for 6+ years, almost entirely without help.

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

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Subject: Re: South Park II committee mtg
Date: Monday, February 6, 2017 at 10:52:32 PM Pacific Standard Time
From: Tara Devine
To: Ellen Riotto
CC: Katie Kiefer
Attachments: image001.png

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Subject: Re: South Park II committee mtg
Date: Monday, January 23, 2017 at 3:01:09 PM Pacific Standard Time
From: Tara Devine
To: Ellen Riotto
CC: Katie Kiefer, Laronnia Jupiter
Attachments: image001.png

Got it, thank you.

Please know that I/we appreciate your empathy. Both Ed and I take pride in our work and in not being the delay in what we do. But it's been a brutal helluva year. Since May 2015, five people I am very close to (all immediate family, close friends or their spouses) have either died or been diagnosed with terminal illnesses. Another friend with reoccurring cancer but a good prognosis, a mother-in-law with dementia. And one of my pets is quickly winding down on kidney cancer...I suspect we will be making a final trip to the vet (or the vet to us) very soon. Two other senior pets but in better health. In the 20 years prior, I lost just 3 people and two pets. So I suppose the law of averages is just kicking me in the @\$\$ all at once. Ed has been dealing with the ups and downs of his wife's health for 6+ years, almost entirely without help.

Ed's wife's name: Diane. Ed's address:

Ed Henning
13330 Buttemere Rd.
Phelan, CA 92371

Warmest regards,

TARA DEVINE
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645 West Ninth St.,#110-293
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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: South Park II committee mtg
Date: Monday, January 23, 2017 at 10:49:29 AM Pacific Standard Time
From: Tara Devine
To: Ellen Riotto
CC: Katie Kiefer
Attachments: image001.png

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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Weekly update

Date: Monday, January 30, 2017 at 11:55:40 AM Pacific Standard Time

From: Tara Devine

To: Ellen Riotto, Katie Kiefer

I hope to have a better update for you tomorrow. I have not yet heard from Ed, except a very brief reply to my request that he confirm what I have paid him in 2016 (the deadline to issue his 1099 is this week.) To that inquiry, he said he was unable to review, and to use the #s I have.

Please stay tuned.

Warmest regards,

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Subject: SP/SPII Joint Renewal Invoice #3
Date: Thursday, January 12, 2017 at 1:48:07 PM Pacific Standard Time
From: Tara Devine
To: Ellen Riotto, Katie Kiefer
Attachments: 2017.01.12 INVOICE SPSG33 with receipt.pdf

This is our second invoice for this project. It covers 40 main contract hours + 82 database hours (supplemental work to bring 2011 SP dbase and 2015 SPII dbase up to 2017 level.) The dbase work is billed at a substantially lower rate than my rate, although I did some of the work personally.

If you have any questions, please let me know. Thank you for your business.

NOTE for you/RBZ: Our last invoice to you was mistakenly identified as SPSG30, when in fact it ought to have been SPSG32. The invoice was correct, just mis-numbered. As a result, we have skipped SPSG32, and this invoice is numbered as SPSG33, resuming a correct, sequential numbering system. We apologize if that caused any confusion.

Warmest regards,

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Subject: Accepted: SPBID call w Tara @ Fri Jan 13, 2017 10am - 10:45am (PST) (Ellen Riotto)
Date: Wednesday, January 11, 2017 at 1:30:31 PM Pacific Standard Time
From: Tara Devine (sent by Google Calendar <calendar-notification@google.com>)
To: Ellen Riotto
Attachments: invite.ics

Tara Devine has accepted this invitation.

SPBID call w Tara

When Fri Jan 13, 2017 10am – 10:45am Pacific Time

Where (310) 430-5121 ([map](#))

Calendar Ellen Riotto

Who

- Ellen Riotto - organizer
- Tara Devine - creator
- Katie Kiefer

Invitation from [Google Calendar](#)

You are receiving this courtesy email at the account ellen@southpark.la because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at <https://www.google.com/calendar/> and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. [Learn More](#).

Subject: Accepted: SPBID call w Tara @ Fri Jan 13, 2017 10am - 10:45am (PST) (Ellen Riotto)

Date: Tuesday, January 10, 2017 at 10:55:12 PM Pacific Standard Time

From: Tara Devine (sent by Google Calendar <calendar-notification@google.com>)

To: Ellen Riotto

Attachments: invite.ics

Tara Devine has accepted this invitation.

SPBID call w Tara

When Fri Jan 13, 2017 10am – 10:45am Pacific Time

Where Ellen/Katie to call Tara ([map](#))

Calendar Ellen Riotto

Who

- Ellen Riotto - organizer
- Tara Devine - creator
- Katie Kiefer

Invitation from [Google Calendar](#)

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Subject: Re: SPBID Renewal Check-in

Date: Wednesday, January 11, 2017 at 1:29:51 PM Pacific Standard Time

From: Tara Devine

To: Ellen Riotto

CC: Katie Kiefer

Residential condos in ANY zone in both SP and SPII = \$0.30/sf of internal building pad (the recorded sf of the unit.)
Lot, frontage are not relevant for residential condos. Easy peasy to calculate.

Commercial condos (as ground floor, commercial uses) are treated like all other property types. Lot SF x Zone Rate + Bldg SF x Zone Rate + Frontage x Zone Rate. (For commercial condos, we take the total building frontage and figure out how much of it is allocated to each commercial condo.)

On Jan 11, 2017 1:04 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thanks Tara. I think what's tripping people up is how it breaks down at the condo level. How is "Building SF" and "lot SF" applied to a condo owner?

Thanks

Ellen Riotto
South Park BID
1100 S Flower St, Suite #3400, Los Angeles, CA 90015
o. [213-663-1112](tel:213-663-1112)
c. [401-439-8147](tel:401-439-8147)
24/7: [866-560-9346](tel:866-560-9346)
Sent from my iPhone

On Jan 10, 2017, at 10:53 PM, Tara Devine <tara@devine-strategies.com> wrote:

[310-430-5121](tel:310-430-5121)

Devine Strategies did not do the last MDP for South Park, but the rate table is shown on p. 6 and an example calculation for each zone is shown on pp. 32-33.

Devine Strategies did do the MDP for South Park II. SP II has only one zone/one rate + the separate rate for residential condos. The rate table for all parcels except residential condos and the example calculation are both shown on p. 16. The residential condo rate is at the bottom of p. 16 and the example is shown on p. 17.

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Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
645 West Ninth St., #110-293
Los Angeles, CA 90015
[310.430.5121](tel:310.430.5121)
tara@devine-strategies.com

Making it easier for you with STRATEGIC CONSULTING SERVICES

Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

On Tue, Jan 10, 2017 at 10:49 AM, Ellen Riotto <ellen@southpark.la> wrote:

Great. Let's do Friday at 10:00am. What's the best number to reach you on?

I also wanted to follow up on a question I sent you last week. I'm wondering if you have a one-pager or some other write-up that provides a simplified explanation of how assessments are calculated. I had 2 inquiries last week, and I shared the language from the MDP, but it's not all that user-friendly. Have anything that a little more digestible?

Thanks in advance and looking forward to speaking on Friday.

Best,

Ellen

From: Tara Devine <tara@devine-strategies.com>

Date: Tuesday, January 10, 2017 at 7:42 AM

To: Ellen Riotto <ellen@southpark.la>

Cc: Katie Kiefer <katie@southpark.la>

Subject: Re: SPBID Renewal Check-in

A call on Friday works. Between 9:30 - 11:30 would be ideal if that also works for you.

BTW, you may be interested to know that the 2018 preliminary budgeted revenue for the combined district will be approx. \$2,674,000. This number will change a bit as we continue through review, and as parcel data changes as we approach petition (and will likely even change between petition and ballot.) For example, there appear to be about 10 multi-tenant apartment or condo buildings under construction, for which no building data is yet available. The Clerk has been alerted - they get slightly more frequent/timely updates of Assessor data than publicly available. If the Clerk does not furnish us with that data, we cannot update them until the finished project is recorded with the Assessor. Some will probably be recorded before we renew the BID. Some will probably still be under construction or complete but not yet recorded. We get you the most current data available throughout, to make sure you are receiving the maximum assessment revenue possible.

I hope you're both having a better start to your new year!

On Jan 9, 2017 1:29 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Sorry to hear your year is off to a rough start, Tara! Hoping you're feeling better and are off the crutches soon.

I'd like to jump on a call this week to touch base about preparing for petitions. Thursday afternoon and Friday are pretty flexible for me do you have any time? 30 mins should do.

Thanks in advance and I look forward to connecting.

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Cc: Ellen Riotto <ellen@southpark.la>
Subject: Re: SPBID Renewal Check-in

I have been mostly out since the New Year with the double whammy of a sprained ankle (crutches) and a the flu. It has been a fairly miserable start to 2017.

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Katie, I am not sure if I understand your question, but the % for each owner is already weighted. I would focus on who signed the petition (if you can read it; some are hard) and the total % they signed for, regardless of how many petitions they have. You have many owners who own multiple properties under multiple ownership names, so strategically, one key is to identify common ownerships and make sure you get all petitions (regardless of owner name) to the person who has the authority to sign. We will discuss this in more detail before the petition campaign.

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Pls update us on the MDP process.

Hope 2017 is off to a great start. THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Tara Devine <tara@devine-strategies.com>

Date: Monday, December 19, 2016 at 4:00 PM

To: Katie Kiefer <katie@southpark.la>

Cc: Ellen Riotto <ellen@southpark.la>

Subject: Re: SPBID Renewal Check-in

Here you go.

NOTE: many columns are now hidden.

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St., #110-293
Los Angeles, CA 90015

[310.430.5121](tel:3104305121)

tara@devine-strategies.com

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On Mon, Dec 19, 2016 at 1:05 PM, Katie Kiefer <katie@southpark.la> wrote:

Understood; apologies shouldn't have used "finalized." We just want to be working off the most up-to-date version.

THX.

Katie Kiefer

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o. [213 663 1120](tel:2136631120)

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Date: Monday, December 19, 2016 at 11:32 AM

To: Katie Kiefer <katie@southpark.la>

Cc: Ellen Riotta <ellen@southpark.la>

Subject: Re: SPBID Renewal Check-in

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MDP is in process. I will keep you posted.

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Tara now that the database has been submitted (victory!!), can you please send us the finalized doc to work off of?

THX.

Katie Kiefer

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1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Ellen Riotto <ellen@southpark.la>
Date: Thursday, December 15, 2016 at 6:29 PM
To: Tara Devine <tara@devine-strategies.com>
Cc: Katie Kiefer <katie@southpark.la>
Subject: Re: SPBID Renewal Check-in

I completely understand. Thank you again.

Ellen Riotto

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213-663-1110](tel:213-663-1110)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

On Dec 15, 2016, at 5:33 PM, Tara Devine <tara@devine-strategies.com> wrote:

Thank you very much.

I wanted to explain why I am little hesitant to offer a hard deadline on the ER submission. Ed is as conscientious as I, but has a fluctuating priority.

He is esteemed highly by LA staff, and frankly, there are very few engineers who do this work. A mere two do almost all of the plans in LA, and I am capable of pitching in and doing a lot of his work if needed to avoid a delay.

On Dec 15, 2016 5:27 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thanks for the update, Tara. So sorry to hear about what you're going through. And Ed too. Cancer is terribly unfair. My heart goes out.

Ellen Riotto

South Park BID

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o. [213-663-1110](tel:213-663-1110)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

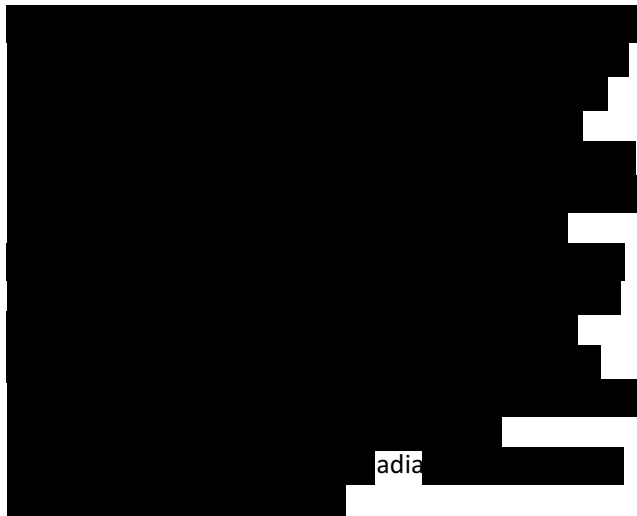
Sent from my iPhone

On Dec 15, 2016, at 4:17 PM, Tara Devine <tara@devine-strategies.com> wrote:

[REDACTED]

[REDACTED]

[REDACTED]



FYI, re: Ed and timeline

Ed is accustomed to juggling work with his wife's illness and will get things done unless there is an acute problem. I cannot do the initial ER for him, but I can do pretty much all of his revisions for him excepting possibly his tables, should she worsen over the next few months.

MDP will be submitted this year, and it is my hope that the ER will be as well. Stay tuned.

On Dec 15, 2016 3:52 PM, "Katie Kiefer"
<katie@southpark.la> wrote:

Great news, thanks for the update. Hope everything with the family is better.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA
90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Tara Devine <tara@devine-strategies.com>
Date: Thursday, December 15, 2016 at 3:45 PM
To: Ellen Riotto <ellen@southpark.la>
Cc: Katie Kiefer <katie@southpark.la>
Subject: Re: SPBID Renewal Check-in

So, good news. The delayed response on the dbase was as a result of the final push on it.

It has been resubmitted to the City as of today.

I expect to have the MDP ready by Mon/Tues. I do not yet know the timetable for the ER. When I submit the MDP to the engineer, I will ask for an expected timetable.

On Dec 14, 2016 10:50 AM, "Tara Devine" <tara@devine-strategies.com> wrote:

I am awaiting an update on the database and will let you know as soon as I have an answer.

The database really is the crux of the timeline, and what looks like 3 hours of work to do a particular task can literally turn into 15 once you dig into it. I am sorry not to be more precise - I would if I could.

On Dec 14, 2016 10:40 AM, "Ellen Riotto" <ellen@southpark.la> wrote:

Hi Tara,

Wanted to circle back to the survey we asked Streetp us and LACC for recommendations on what our needs will be for 2018-2023 based on projected development. I'd like to give them a timeline for submission and would appreciate your guidance.

Thanks

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA
90015

ellen@southpark.la | o. [213 663 1112](tel:2136631112) | c. [401
439 8147](tel:4014398147)

southpark.la | fb.com/southparklosangeles
Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

From: Ellen Riotto <ellen@southpark.la>

Date: Wednesday, December 7, 2016 3:49
PM

To: Tara Devine <[tara@devine-
strategies.com](mailto:tara@devine-strategies.com)>

Subject: Re: SPBID Renewal Check-in

Thanks Tara Another question that came up during my meeting with Streetp us: we asked them to put together a proposal for a budget for renewal (basically, a projection for 2018-2023) asking LA Conservation Corps for the same analyses for clean services. When do we need to decide on these budgets for clean and safe and how does that get factored into the MDP?

Thanks,

Ellen

Ellen Riotto

Director of Communications & Policy

<image001.png>

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA
90015

ellen@southpark.la | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

southpark.la | fb.com/southparklosangeles
Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:8665609346)

From: Tara Devine <tara@devine-strategies.com>

Date: Wednesday, December 7, 2016 12:50 PM

To: Katie Kiefer <katie@southpark.la>

Cc: Ellen Riotto <ellen@southpark.la>

Subject: Re: SPBID Renewal Check-in

en oyed the meeting as we N ce to get to know you both better and he p you understand what es ahead as you w become more d rect y nvo ved next year

have a draft of the database that w forward ate th s even ng or tomorrow w be away from my aptop unti then (busy day runn ng around LA n traffic)

On Dec 7, 2016 10:56 AM, "Katie K efer" <katie@southpark_a> wrote:

Tara thank you for the time yesterday and running us thru all things BID renewal; very much appreciated. When you get a chance, please forward the database for Ellen and I to review.

Enjoyed catching up at the CCA holiday party last night. Have a great rest of the week.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Tara Devine <tara@devine-strategies.com>

Date: Tuesday, December 6, 2016 at 1:29 PM

To: Ellen Riotto <ellen@southpark.la>

Cc: Katie Kiefer <katie@southpark.la>

Subject: Re: SPBID Renewal Check-in

Parking now. Will be upstairs momentarily.

On Dec 5, 2016 9:20 AM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thank you, Tara! Looking forward to seeing you tomorrow

Ellen Riotto

Director of Communications & Policy

<image002.png>

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

southpark.la |

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Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

From: Tara Devine <tara@devine-strategies.com>

Date: Saturday, December 3, 2016 9:20 AM

To: Ellen Riotto <ellen@southpark.la>

Cc: Katie Kiefer <katie@southpark.la>

Subject: Re: SPBID Renewal Check-in

was out yesterday, but wanted to get back to you
We did not complete the database but are continuing
to work on it over this weekend. We have an update
for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto"
<ellen@southpark.la> wrote:

Hi Tara,

Wondering if you were able to resubmit the
database this week.

Thanks and looking forward to our meeting next
Tuesday.

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

Error! Filename not specified.

South Park Business Improvement
District

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Angeles, CA 90015

ellen@southpark.la | o. [213 663 1110](tel:2136631110)
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Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

From: Tara Devine <tara@devine-strategies.com>
Date: Monday, November 28, 2016
4:14 PM
To: Ellen Riotto
<ellen@southpark.la>
Cc: Katie Kiefer
<katie@southpark.la>
Subject: Re: SPBID Renewal Check-in

The Clerk has given us database comments and changes that we are currently working on. I hope we will resubmit the database this week.

I also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on a side, and Rick has okayed submitting without tables. I should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, I figured it would wait a bit! How is the transition going for both of you?

The 6th and the 9th are both great for me. Does either work well for you?

Warmest regards,
Tara

On Nov 28, 2016 3:51 PM, "Ellen R. Otto" <ellen@southpark.la> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

E en

Ellen Riotto

Director of Communications & Policy

Error! Filename not specified.

South Park Business Improvement
District

1100 S. Flower St. Suite #3400, Los
Angeles, CA 90015

ellen@southpark.la | o. [213 663
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southpark.la |
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Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:8665609346)

From: Katie Kiefer

<katie@southpark.la>

Date: Monday, November 28,
2016 3:37 PM

To: Tara Devine <[tara@devine-
strategies.com](mailto:tara@devine-strategies.com)>

Cc: Ellen Riotto
<ellen@southpark.la>

Subject: SPBID Renewal Check-in

Tara hope you had an enjoyable
Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

Error! Filename not specified.

South Park Business Improvement District

1100 S. Flower St., Suite #3400,
Los Angeles, CA 90015

katie@southpark.la | o. [213 663 1120](tel:2136631120)

Check out our new
website: www.southpark.la

fb.com/SouthParkLosAngeles |
Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

Subject: Re: SPBID Renewal Check-in

Date: Tuesday, January 10, 2017 at 10:53:03 PM Pacific Standard Time

From: Tara Devine

To: Ellen Riotto

CC: Katie Kiefer

[310-430-5121](tel:310-430-5121)

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

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South Park BID

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o. [213 663 1120](tel:2136631120)

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Subject: Re: SPBID Renewal Check-in

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TARA DEVINE

DEVINE STRATEGIES

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From: Tara Devine <tara@devine-strategies.com>

Date: Monday, December 19, 2016 at 11:32 AM

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Cc: Ellen Riotto <ellen@southpark.la>

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Subject: Re: SPBID Renewal Check-in

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Ellen Riotto

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213-663-1110](tel:213-663-1110)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

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[REDACTED]

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Interim Executive Director

<image001.png>

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southpark.la | fb.com/southparklosangeles Instagram/Twitter: @southparkla

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Director of Communications & Policy

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Warmest regards,
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <ellen@southpark_la> wrote:

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Best,

Ellen

Ellen Riotto

Director of Communications & Policy

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90015

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From: Katie Kiefer <katie@southpark.la>
Date: Monday, November 28, 2016 3:37 PM
To: Tara Devine <tara@devine-strategies.com>
Cc: Ellen Riotto <ellen@southpark.la>
Subject: SPBID Renewal Check-in

Tara hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

Error! Filename not specified.

South Park Business Improvement District

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katie@southpark.la | o. [213 663 1120](tel:2136631120)

Check out our new website: www.southpark.la

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| | | | | | | |

Subject: Re: SPBID Renewal Check-in

Date: Tuesday, January 10, 2017 at 7:42:44 AM Pacific Standard Time

From: Tara Devine

To: Ellen Riotto

CC: Katie Kiefer

A call on Friday works. Between 9:30 - 11:30 would be ideal if that also works for you.

BTW, you may be interested to know that the 2018 preliminary budgeted revenue for the combined district will be approx. \$2,674,000. This number will change a bit as we continue through review, and as parcel data changes as we approach petition (and will likely even change between petition and ballot.) For example, there appear to be about 10 multi-tenant apartment or condo buildings under construction, for which no building data is yet available. The Clerk has been alerted - they get slightly more frequent/timely updates of Assessor data than publicly available. If

the Clerk does not furnish us with that data, we cannot update them until the finished project is recorded with the Assessor. Some will probably be recorded before we renew the BID. Some will probably still be under construction or complete but not yet recorded. We get you the most current data available throughout, to make sure you are receiving the maximum assessment revenue possible.

I hope you're both having a better start to your new year!

On Jan 9, 2017 1:29 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Sorry to hear your year is off to a rough start, Tara! Hoping you're feeling better and are off the crutches soon.

I'd like to jump on a call this week to touch base about preparing for petitions. Thursday afternoon and Friday are pretty flexible for me do you have any time? 30 mins should do.

Thanks in advance and I look forward to connecting.

Ellen

From: Tara Devine <tara@devine-strategies.com>

Date: Monday, January 9, 2017 at 9:47 AM

To: Katie Kiefer <katie@southpark.la>

Cc: Ellen Riotto <ellen@southpark.la>

Subject: Re: SPBID Renewal Check-in

I have been mostly out since the New Year with the double whammy of a sprained ankle (crutches) and a the flu. It has been a fairly miserable start to 2017.

The MDP is predominantly done, but I am waiting for the ER. I do not have an ETA for it yet. Typically it takes about 1-2 weeks of back-and-forth because my document has substantial portions that come from his ER and his ER has substantial portions that come from me. While he is working on the ER, I am working on the tables in mine. When his ER is complete, I will need to do a pass for consistency of terms, etc., and pagination/cross references. I will most likely do that for both our documents to speed things along.

Katie, I am not sure if I understand your question, but the % for each owner is already weighted. I would focus on who signed the petition (if you can read it; some are hard) and the total % they signed for, regardless of how many petitions they have. You have many owners who own multiple properties under multiple ownership names, so strategically, one key is to identify common ownerships and make sure you get all petitions (regardless of owner name) to the person who has the authority to sign. We will discuss this in more detail before the petition campaign.

On Jan 9, 2017 7:30 AM, "Katie Kiefer" <katie@southpark.la> wrote:

Tara I have been tracking the 2012 GSP and 2015 SPID petitions against the database draft. What holds more weight in hitting the 50%+1% threshold: a) the individual APN assessment total or b) the total assessments under a legal owner?

Pls update us on the MDP process.

Hope 2017 is off to a great start. THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Tara Devine <tara@devine-strategies.com>

Date: Monday, December 19, 2016 at 4:00 PM

To: Katie Kiefer <katie@southpark.la>

Cc: Ellen Riotto <ellen@southpark.la>

Subject: Re: SPBID Renewal Check-in

Here you go.

NOTE: many columns are now hidden.

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St.,#110-293
Los Angeles, CA 90015

[310 430 5121](tel:3104305121)

tara@devine-strategies.com

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On Mon, Dec 19, 2016 at 1:05 PM, Katie Kiefer <katie@southpark.la> wrote:

Understood; apologies shouldn't have used "finalized." We just want to be working off the most up-to-date version.

THX.

Katie Kiefer

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I am happy to send you the dbase when I return to the office, but it is nowhere near final. The dbase will continue to be edited (mostly by us and a bit by Clerk) right up through the ballot stage next year. We will turn over the final to you after City Council gives final approval to the BID.

MDP is in process. I will keep you posted.

On Dec 19, 2016 10:46 AM, "Katie Kiefer" <katie@southpark.la> wrote:

Tara now that the database has been submitted (victory!!), can you please send us the finalized doc to work off of?

THX.

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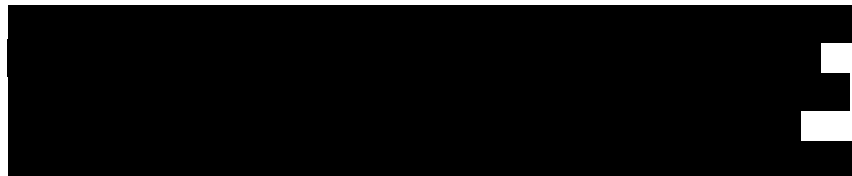
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Cc: Ellen Riotto <ellen@southpark-la.com>

Subject: SPBID Renewal Check-in

Tara - hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

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South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA
90015

katie@southpark.la | o. [213 663 1120](tel:2136631120)

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@SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: SPBID Renewal Check-in

Date: Monday, January 9, 2017 at 9:47:47 AM Pacific Standard Time

From: Tara Devine

To: Katie Kiefer

CC: Ellen Riotto

I have been mostly out since the New Year with the double whammy of a sprained ankle (crutches) and a the flu. It has been a fairly miserable start to 2017.

The MDP is predominantly done, but I am waiting for the ER. I do not have an ETA for it yet. Typically it takes about 1-2 weeks of back-and-forth because my document has substantial portions that come from his ER and his ER has substantial portions that come from me. While he is working on the ER, I am working on the tables in mine. When his ER is complete, I will need to do a pass for consistency of terms, etc., and pagination/cross references. I will most likely do that for both our documents to speed things along.

Katie, I am not sure if I understand your question, but the % for each owner is already weighted. I would focus on who signed the petition (if you can read it; some are hard) and the total % they signed for, regardless of how many

petitions they have. You have many owners who own multiple properties under multiple ownership names, so strategically, one key is to identify common ownerships and make sure you get all petitions (regardless of owner name) to the person who has the authority to sign. We will discuss this in more detail before the petition campaign.

On Jan 9, 2017 7:30 AM, "Katie Kiefer" <katie@southpark.la> wrote:

Tara I have been tracking the 2012 GSP and 2015 SPII petitions against the database draft. What holds more weight in hitting the 50%+1% threshold: a) the individual APN assessment total or b) the total assessments under a legal owner?

Pls update us on the MDP process.

Hope 2017 is off to a great start. THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

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From: Tara Devine <tara@devine-strategies.com>

Date: Monday, December 19, 2016 at 4:00 PM

To: Katie Kiefer <katie@southpark.la>

Cc: Ellen Riotto <ellen@southpark.la>

Subject: Re: SPBID Renewal Check-in

Here you go.

NOTE: many columns are now hidden.

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

tara@devine-strategies.com

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THX.

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Date: Monday, December 19, 2016 at 11:32 AM

To: Katie Kiefer <katie@southpark.la>

Cc: Ellen Riotto <ellen@southpark.la>

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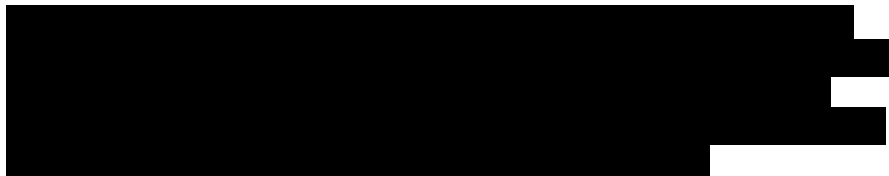
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Thanks

Ellen

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Interim Executive Director

<image001.png>

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Thanks,

Ellen

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Director of Communications & Policy

<image001.png>

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Cc: Ellen Riotto <ellen@southpark.la>
Subject: Re: SPBID Renewal Check-in

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Cc: Katie Kiefer <katie@southpark.la>
Subject: Re: SPBID Renewal Check-in

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Director of Communications & Policy

<image002.png>

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Date: Monday, November 28, 2016 4:14 PM

To: Ellen Riotto <ellen@southpark.la>

Cc: Katie Kiefer <katie@southpark.la>

Subject: Re: SPBID Renewal Check-in

The Clerk has g ven us database comments and changes that we are current y work ng on hope we w resubm t the database th s week

a so hope to subm t the MDP next week so that we m ght get a round of comments before the ho days am go ng to subm t t to R ck w thout the tab es/figures as do not th nk we w have database reso ution for severa more weeks un ess process ng goes more qu ck y than usua Usua y they do not want the MDP unti the first set of database work s done, but there were de ays on a s des, and R ck has okayed subm tting w thout tab es shou d have a b gger update for you n the next 10 days or so

agree t wou d be good to meet thought about do ng so ast month, but w th Jess ca s depa ture and your annua meeting, figured t cou d wa t a b t! How s the trans tion go ng for both of you?

The 6th and the 9th are both great for me does e ther work we for you?

Warmest regards,
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

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Subject: Re: SPBID Renewal Check-in
Date: Monday, December 19, 2016 at 4:00:40 PM Pacific Standard Time
From: Tara Devine
To: Katie Kiefer
CC: Ellen Riotto
Attachments: South Park BID Renewal - APN sort dbase v1.1 Hidden Columns 12-15-16 2PM - .xlsx

Here you go.
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645 West Ninth St., #110-293
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<image002.png>

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24/7 DISPATCH: [866-560-9346](tel:8665609346)

From: Tara Devine <tara@devine-strategies.com>

Date: Monday, November 28, 2016 4:14 PM

To: Ellen Riotto <ellen@southpark.la>

Cc: Katie Kiefer <katie@southpark.la>

Subject: Re: SPBID Renewal Check-in

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Warmest regards,
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Subject: Re: SPBID Renewal Check-in

Date: Monday, December 19, 2016 at 11:32:40 AM Pacific Standard Time

From: Tara Devine

To: Katie Kiefer

CC: Ellen Riotto

I am happy to send you the dbase when I return to the office, but it is nowhere near final. The dbase will continue to be edited (mostly by us and a bit by Clerk) right up through the ballot stage next year. We will turn over the final to you after City Council gives final approval to the BID.

MDP is in process. I will keep you posted.

On Dec 19, 2016 10:46 AM, "Katie Kiefer" <katie@southpark.la> wrote:

Tara now that the database has been submitted (victory!!), can you please send us the finalized doc to work off of?

THX.

Katie Kiefer

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o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Ellen Riotto <ellen@southpark.la>
Date: Thursday, December 15, 2016 at 6:29 PM
To: Tara Devine <tara@devine-strategies.com>
Cc: Katie Kiefer <katie@southpark.la>
Subject: Re: SPBID Renewal Check-in

I completely understand. Thank you again.

Ellen Riotto

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Interim Executive Director

<image001.png>

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From: Ellen Riotto <ellen@southpark.la>

Date: Wednesday, December 7, 2016 3:49 PM

To: Tara Devine <tara@devine-strategies.com>

Subject: Re: SPBID Renewal Check-in

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<image001.png>

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Director of Communications & Policy

<image002.png>

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[REDACTED]

[REDACTED]

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South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Tara Devine <tara@devine-strategies.com>
Date: Thursday, December 15, 2016 at 3:45 PM
To: Ellen Riotto <ellen@southpark.la>
Cc: Katie Kiefer <katie@southpark.la>
Subject: Re: SPBID Renewal Check-in

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Interim Executive Director



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CC: Ellen Riotto

Attachments: image002.png, image001.png, Copy of South Park BID Renewal - APN sort merged dbase v1.0
9-26-16 9 PM - final draft.xlsx

Thank you...I ended up being away from my laptop for about 3 days (unexpected, or I would have taken it with me.)
Here you go...the current working draft is attached. It's a monster.

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

310.430.5121

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Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

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Tara with a family emergency, no sweat. Sending your family positive energy and happy thoughts.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Ellen Riotto <ellen@southpark.la>

Date: Friday, December 9, 2016 at 5:44 PM

To: Tara Devine <tara@devine-strategies.com>, Katie Kiefer <katie@southpark.la>

Subject: Re: SPBID Renewal Check-in

Oh no! Hope everything is ok, Tara.

Ellen Riotta

Interim Executive Director



South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

southpark.la | fb.com/southparklosangeles Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:8665609346)

From: Tara Devine <tara@devine-strategies.com>

Date: Friday, December 9, 2016 5:25 PM

To: Katie Kiefer <katie@southpark.la>

Cc: Ellen Riotta <ellen@southpark.la>

Subject: Re: SPBID Renewal Check-in

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From: Tara Devine <tara@devine-strategies.com>
Date: Wednesday, December 7, 2016 at 12:50 PM
To: Katie Kiefer <katie@southpark.la>
Cc: Ellen Riotto <ellen@southpark.la>
Subject: Re: SPBID Renewal Check-in

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From: Tara Devine <tara@devine-strategies.com>
Date: Tuesday, December 6, 2016 at 1:29 PM

To: Ellen Riotto <ellen@southpark.la>
Cc: Katie Kiefer <katie@southpark.la>
Subject: Re: SPBID Renewal Check-in

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Thank you, Tara! Looking forward to seeing you tomorrow

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Director of Communications & Policy



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From: Tara Devine <tara@devine-strategies.com>

Date: Monday, November 28, 2016 4:14 PM

To: Ellen Riotto <ellen@southpark.la>

Cc: Katie Kiefer <katie@southpark.la>

Subject: Re: SPBID Renewal Check-in

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Operations Manager

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Subject:

Re: SPBID Renewal Check-in

Date:

Friday, December 9, 2016 at 5:25:13 PM Pacific Standard Time

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Subject: Re: SPBID Renewal Check-in
Date: Tuesday, December 6, 2016 at 1:29:11 PM Pacific Standard Time
From: Tara Devine
To: Ellen Riotto
CC: Katie Kiefer
Attachments: SOUTH_PARK_PRIMARY_Fully Green[129].png

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From: Tara Devine
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CC: Katie Kiefer
Attachments: SOUTH_PARK_PRIMARY_Fully Green[1450].png, image001.png, SOUTH_PARK_PRIMARY_Fully Green[104].png

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The 6th and the 9th are both great for me - does either work well for you?

Warmest regards,
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <ellen@southpark.la> wrote:

Thanks for getting this convo started, Katie.

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy



South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

southpark.la | fb.com/southparklosangeles Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:8665609346)

From: Katie Kiefer <katie@southpark.la>

Date: Monday, November 28, 2016 3:37 PM

To: Tara Devine <tara@devine-strategies.com>

Cc: Ellen Riotto <ellen@southpark.la>

Subject: SPBID Renewal Check-in

Tara I hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager



South Park Business Improvement District

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katie@southpark.la | o. [213 663 1120](tel:2136631120)

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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: SPBID Renewal Check-in

Date: Tuesday, November 29, 2016 at 10:33:03 AM Pacific Standard Time

From: Tara Devine

To: Katie Kiefer

CC: Ellen Riotto

1:30-3:30 is good.

On Nov 29, 2016 10:30 AM, "Katie Kiefer" <katie@southpark.la> wrote:

Tara rather than 12/9, what's your availability to meet between 1:30 -5P on 12/6? We'd like to meet sooner rather than later.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Ellen Riotto <ellen@southpark.la>

Date: Monday, November 28, 2016 at 7:14 PM

To: Katie Kiefer <katie@southpark.la>

Cc: Tara Devine <tara@devine-strategies.com>

Subject: Re: SPBID Renewal Check-in

12/9 is wide open. How's 10am at our office? Thank you both.

Ellen Riotto

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213-663-1110](tel:2136631110)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

On Nov 28, 2016, at 6:58 PM, Katie Kiefer <katie@southpark.la> wrote:

Much appreciated, know you have our back and are very thankful for that.

Ellen what's your availability 12/6 or 12/9?

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:213-663-1120)

24/7: [866 560 9346](tel:866-560-9346)

From: Tara Devine <tara@devine-strategies.com>

Date: Monday, November 28, 2016 at 6:50 PM

To: Katie Kiefer <katie@southpark.la>

Cc: Ellen Riotto <ellen@southpark.la>

Subject: Re: SPBID Renewal Check-in

Yes, it is still a possibility, although I will do everything within my power to avoid it.

Given how late our database was submitted, I can only push them so hard right now. Next year, when the Clerk is bogging down on MDP/ER review, I can push much harder.

On Nov 28, 2016 4:34 PM, "Katie Kiefer" <katie@southpark.la> wrote:

Both days work well to meet for me.

Thanks for the database and MDP updates; much appreciated. With these details, are we still in the grey area for whether or not we will need to do manual billing?

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Tara Devine <tara@devine-strategies.com>

Date: Monday, November 28, 2016 at 4:14 PM

To: Ellen Riotto <ellen@southpark.la>

Cc: Katie Kiefer <katie@southpark.la>

Subject: Re: SPBID Renewal Check-in

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Ellen Riotto

Director of Communications & Policy

<image001.png>

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Katie Kiefer

Operations Manager

<image002.png>

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24/7 DISPATCH: [866-560-9346](tel:8665609346)

Subject: Re: SPBID Renewal Check-in
Date: Monday, November 28, 2016 at 6:50:27 PM Pacific Standard Time
From: Tara Devine
To: Katie Kiefer
CC: Ellen Riotto
Attachments: image002.png, image001.png

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o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

From: Tara Devine <tara@devine-strategies.com>
Date: Monday, November 28, 2016 at 4:14 PM
To: Ellen Riotto <ellen@southpark.la>
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Subject: Re: SPBID Renewal Check-in
Date: Monday, November 28, 2016 at 4:14:08 PM Pacific Standard Time
From: Tara Devine
To: Ellen Riotto
CC: Katie Kiefer
Attachments: image001.png, SOUTH_PARK_PRIMARY_Fully Green[1450].png

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24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

Subject: Re: FW: Hi Quick media question
Date: Tuesday, August 23, 2016 at 6:42:39 PM Pacific Daylight Time
From: Tara Devine
To: Jessica Lall
CC: Ellen Riotto
Attachments: image001.png

Sorry for the late reply. Venice went to council today and we did ballot tabulation afterwards. It was almost 4 pm by the time I got to eat today! Results tomorrow, but we passed (unofficially) by more than 76% :) Collapsing in exhaustion and back in council tomorrow.

Re: SOTB Report - I have no objections. If you want, check with Miranda, but since it was gov't funded, I view it as a public document.

RE: SPII. I searched my emails and came up with the unofficial total (the one when they count the ballots but before they report in Council the next day)....and it was 85.39%. I also found the letter I drafted in November telling owners about the start of services and it says "more than 85% of owners." I don't see the official in my files, but it might be in the CF. I will look.

I have zero idea what the average would be - any answer I would give would be purely intuitive/anecdotal and not statistically based. Clerk may have that stat (but I doubt it.) Miranda is out today, FYI. Not sure if she is back tomorrow.

If the final approval % is routinely reported in the CF, it could be compiled but would take some time. The clerk's website has a spreadsheet online that has links to every BID's CF. But that would take someone clicking and skimming those reports for about two hours to compile those figures, add and average :)

In at least half of BIDs, I also expect the % approval for renewals would trend a good bit higher than for establishments (since esteem of BIDs tends to improve with actual operations under their belt.)

Let me know if you need anything else!

On Aug 23, 2016 5:35 PM, "Jessica Lall" <jessica@southpark.la> wrote:

FYI

Our good friend got to the news J

Not to stress I spoke with him for about 40min, he is coming to our board mtg Thursday and is very reasonable and rationale looking at it from the "few disgruntled property owners" vs bigger picture.

2 quick questions in preparation:

- Can I share the new State of the BIDs report with him?
- What % was South Park II approved with and do we have the documentation? I think it was 82%?
- Do you know or where to find what the approx. average approval rating of each BID is?

Thank you!

Jessica Lall

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1112](tel:2136631112)

c. [213 820 0837](tel:2138200837)

24/7: [866 560 9346](tel:8665609346)

From: "Drechsler, Philip (NBCUniversal)" <Philip.Drechsler@nbcuni.com>

Date: Tuesday, August 23, 2016 at 4:39 PM

To: Jessica Lall <jessica@southpark.la>, Ellen Riotto <ellen@southpark.la>

Subject: Hi Quick media question

My name is Philip Drechsler. I am a producer at KNBC TV. If you have a minute could one of you please call me at your earliest convenience? I received a few calls regarding fees that are being charged to businesses for beautification. I would like to discuss it with you when you have a minute.

Thanks,

Phil

Philip Drechsler

Producer, NBC4

100 Universal City Plaza

Bldg. 2120-2, Universal City, CA 91608

o [818.684.2904](tel:818.684.2904) | c [818.736.7756](tel:818.736.7756)

